

# Generation Z: Are we ready for the next nursing work phase?

Gain Insight on:  
A Generation Review &  
What the Future holds on  
Work Related Relationships



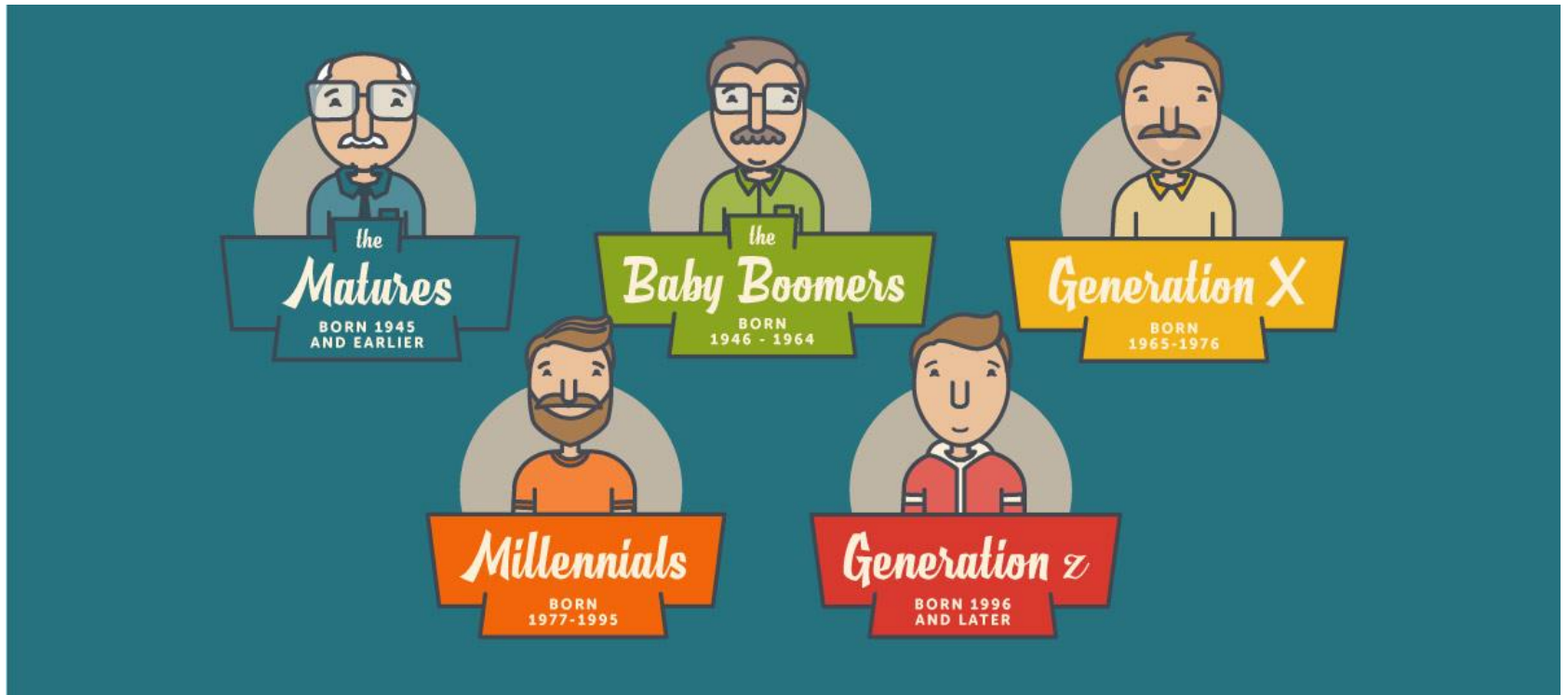
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Generation Z: Are we ready for the  
next nursing work phase?

- Learners must sign the attendance roster and fill out and turn in evaluations to successfully complete this program.
- There are no relevant financial relationships related to this presentation/program.
- There is no sponsorship/commercial support of this presentation/program
- The content being presented will be fair, well-balanced and evidence-based.

# Objectives

- The learner will be able to identify and gain better understanding of the different generational groups and their characteristics.
- The learner will understand the implications of the future generation z in the nursing work place.
- The learner will learn how to leverage the benefits of generation gaps at work; provided tips and suggestions for overcoming generational differences.

# Generations



# Definition

**Generation** is all the people born and living at about the same time, regarding collectively.

A **generation gap** or **generational gap**, is a difference of opinions between one **generation** and another regarding beliefs, politics, or values.

Generations and gaps can and do affect the work place environment.

# Generations

GI (1901-1921)

Traditionalist (1922-1942)

Baby Boomers (1943-1964)

Generation X (1965-1980)

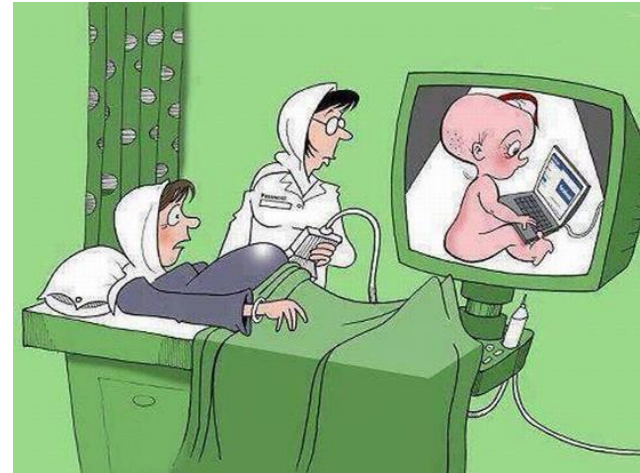
Millennials (1981-2000)

Generation Z (2001-present)

# What makes one generation different from another?



<http://TheFunnyPlace.net>



## Shared Life Experiences

# GENERATIONS

PAST, PRESENT, AND FUTURE

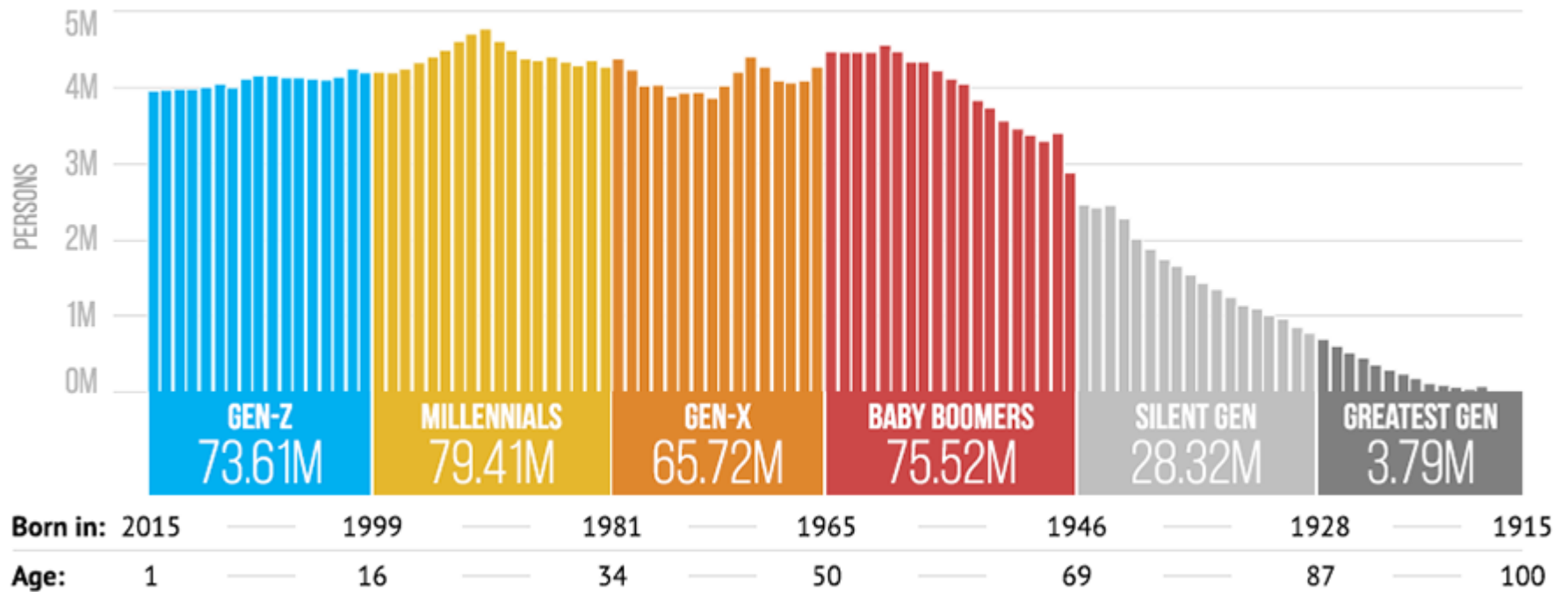
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# Total US Population by Age and Generation

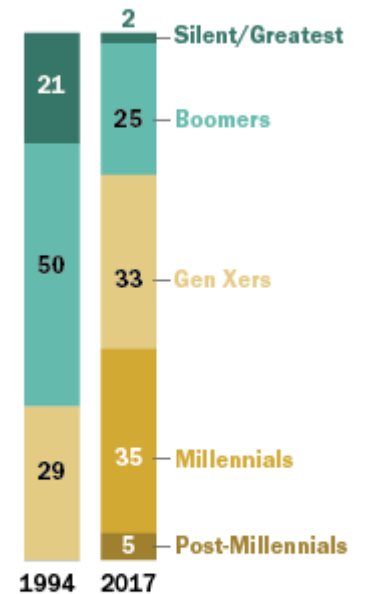
as of December 2015





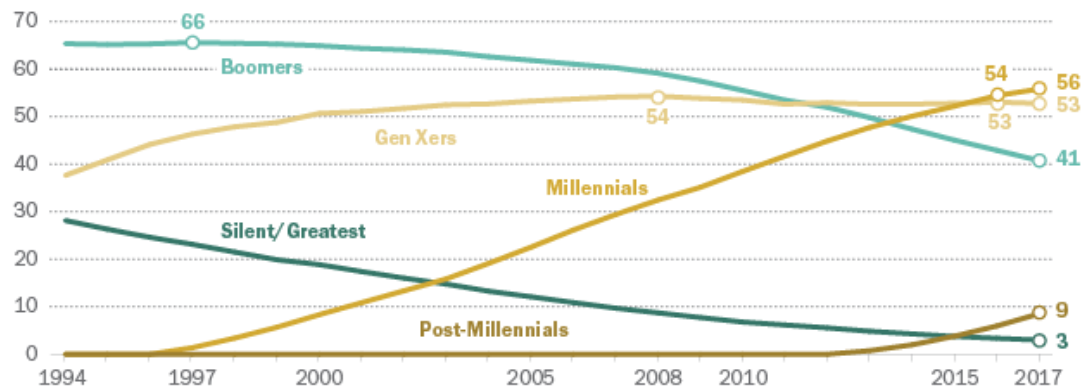
## More than a third of the workforce are Millennials

% of the U.S. labor force



## Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions



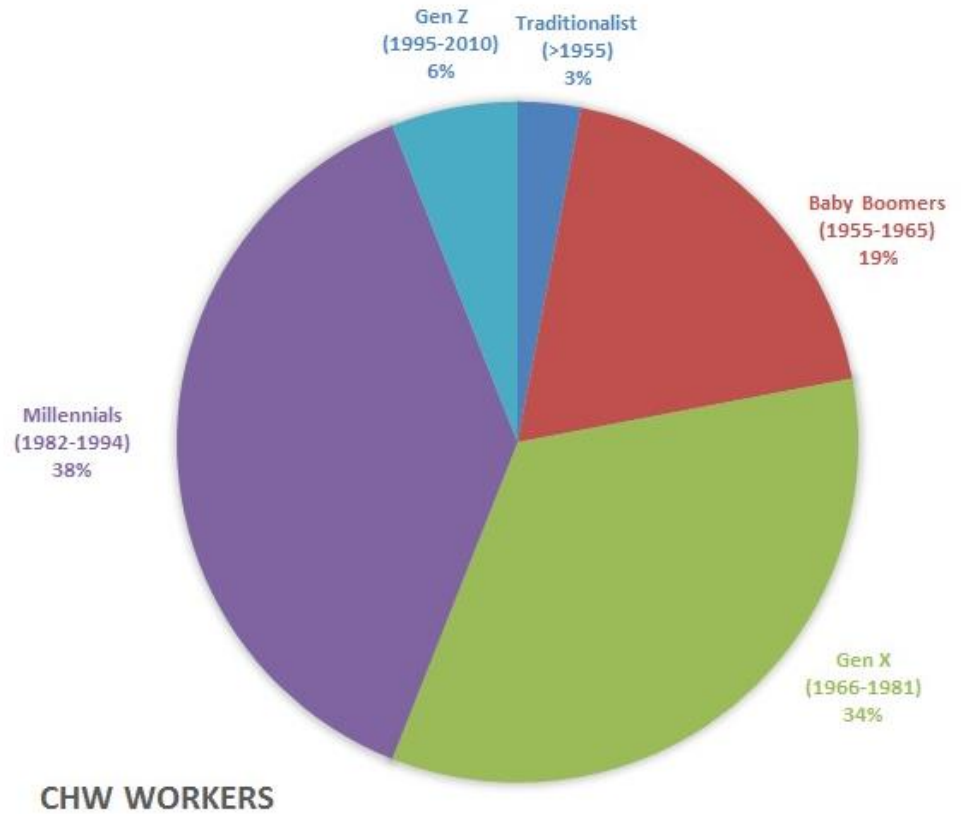
Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown. Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

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PEW RESEARCH CENTER

# Generations at CHW



Traditionalist (>1955)	3%
Baby Boomers (1955-1965)	19%
Gen X (1966-1981)	34%
Millennials (1982-1994)	38%
Gen Z (1995-2010)	6%

# Five Generations Working Side by Side in 2020



**TRADITIONALISTS**

Born 1900-1945

Great Depression  
World War II  
Disciplined  
Workplace Loyalty  
Move to the 'Burbs'  
Vaccines



**BOOMERS**

Born 1946-1964

Vietnam, Moon Landing  
Civil/Women's Rights  
Experimental  
Innovators  
Hard Working  
Personal Computer



**GEN X**

Born 1965-1976

Fall of Berlin Wall  
Gulf War  
Independent  
Free Agents  
Internet, MTV, AIDS  
Mobile Phone



**MILLENNIAL**

Born 1977-1997

9/11 Attacks  
Community Service  
Immediacy  
Confident, Diversity  
Social Everything  
Google, Facebook



**GEN 2020**

After 1997

Age 15 and Younger  
Optimistic  
High Expectations  
Apps  
Social Games  
Tablet Devices



# *Gen Z Basics*



- Generalizations
- Born in the mid-90's to 2012
- Parents are Gen Xers
- Last U.S. generation to have a Caucasian majority
- Young children during 9/11, school shootings

# GENERATION Z IN THE WORKPLACE

If you think you had a tough time managing millennials, there's a new generation in town and they're set to turn the business world on its head.



## WORKPLACE ATTITUDE:

They demand workplace equality, desire career growth over higher salaries and value meaningful connections with co-workers, and with management, more so than millennials.



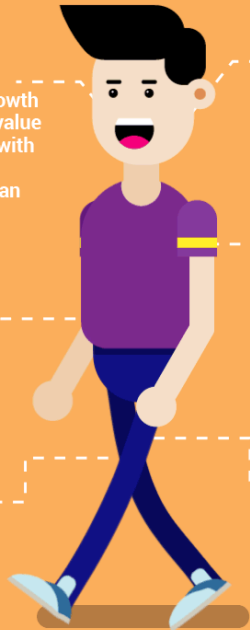
## ENTREPRENEURIAL

55% more likely to start a business than millennials.



## DIGITAL COMMUNICATOR:

Gen Z may tend to value digital communication more so than they do face-to-face communication.



## GENERATION Z:

A generation born between 1996 and 2010. Also known as second-wave millennials and the iGeneration.



## TECH SAVVY:

They are tech savvy but not necessarily life savvy. They've grown up in an environment where their view of the world has been influenced by their digital lives.



## RISK-AVERSE:

Having grown up in more uncertain times, Gen Z are understood to be more risk-averse and anxious about the future.

Creating a business that attracts workers from this talented group of young employees means giving your staff more freedom and a better work-life balance.

Email: [ContactUs@nebula.co.za](mailto:ContactUs@nebula.co.za)

nebula

# Commonalities of Generation Z



## Growing up in a post 9/11 world during a recession

**1 in 4**

American children are living in poverty

**73%**

of Americans were personally affected by the Great Recession

Gen Z were developing their personalities and life skills in a socio-economic environment marked by chaos, uncertainty, volatility and complexity. Blockbusters like *The Hunger Games* and *Divergent* depict teens being slaughtered. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.

Source: Rutgers 2013, Annie E. Casey Foundation 2013





# Generation Z

BORN 1996 AND LATER<sup>29</sup>

AKA  
*"Philanthrokids"*



THEY'LL  
MAKE UP **40%**  
OF ALL CUSTOMERS<sup>30</sup>



**26%**  
OF THOSE  
AGED 16-19  
VOLUNTEER<sup>31</sup>



**60%**  
WANT THEIR  
WORK TO MAKE  
A DIFFERENCE<sup>32</sup>



**76%**  
ARE  
WORRIED  
ABOUT THE  
PLANET<sup>33</sup>



**30%**  
HAVE ALREADY  
DONATED TO AN  
ORGANIZATION<sup>34</sup>



JUST OVER  
**1 IN 10**  
WANT TO START  
A CHARITY<sup>35</sup>



PREDICTED TO  
PREFER MOBILE  
APPS FOR GIVING<sup>36</sup>



Vine



Pinterest



**“TEENS PUT **TECHNOLOGY**  
IN THE SAME CATEGORY AS  
**AIR AND WATER**. THEY  
CANNOT IMAGINE LIVING  
WITHOUT BEING CONNECTED  
ALL THE TIME.”**

**DR. TIM ELMORE**

**“SIX DEFINING CHARACTERISTICS OF GENERATION Z”  
(SEPTEMBER 3, 2015)**

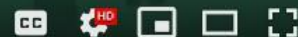
*seanmcdowell.org*



# MILLENNIALS VS. GENERATION Z



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# DON'T MISTAKE THEM FOR MILLENNIALS

## GENERATION Z

- 5 screens ●
- Communicate with images ●
- Create things ●
- Future-Focused ●
- Realists ●
- Want to work for success ●



VS

## MILLENNIALS

- 2 screens ●
- Communicate with text ●
- Share things ●
- Focused on the Present ●
- Optimists ●
- Want to be discovered ●





# GENERATION Z STATISTICS

You Need To Know

<http://www.genzguru.com/home/>



Carb Factor App



BlueLoop App



Sick Day App



Discover CHW



Spriggy app



Children's On Call

# SocialPulse



Dynamic Signal

**FO·MO**

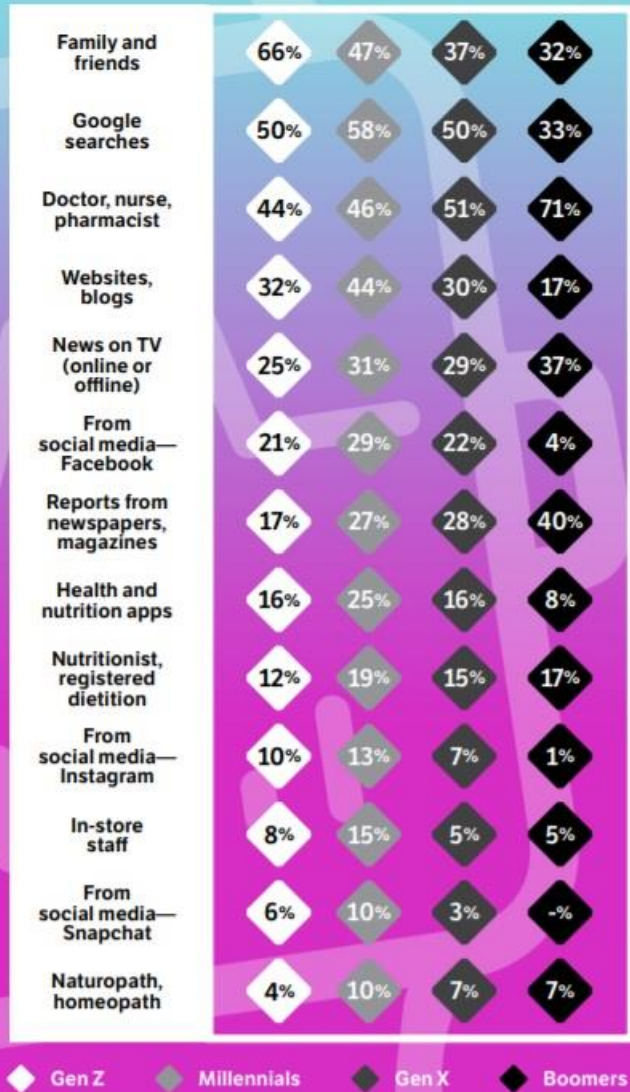
**Fear of Missing Out**





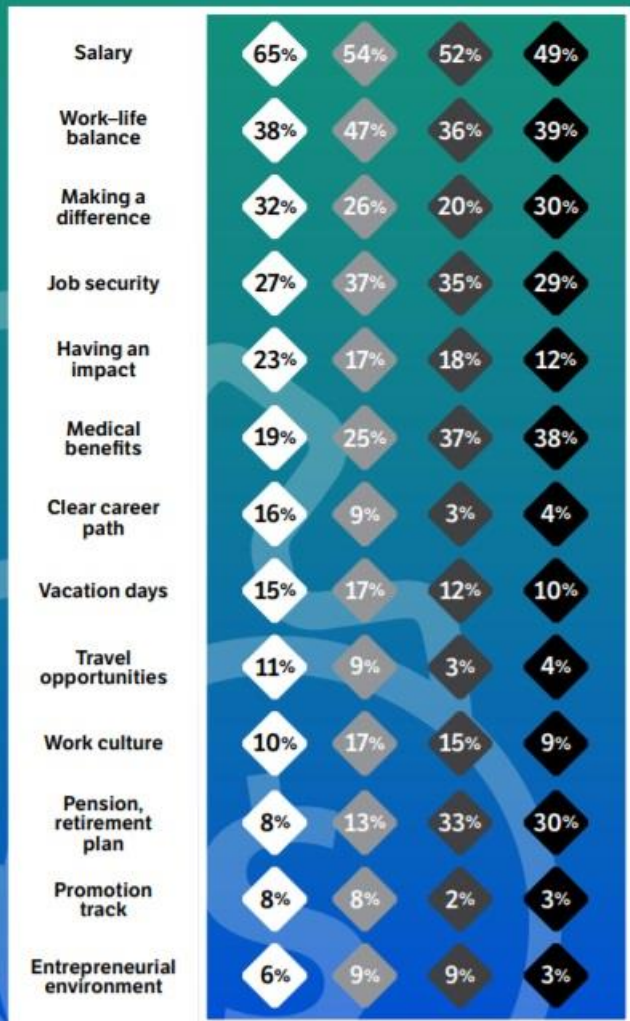
## They base health decisions on advice from their parents and Google

*We asked:  
When it comes  
to health and  
nutrition, where  
do you get your  
information?*



## They'll take a high salary over work-life balance

*We asked:  
When it comes  
to your ideal  
job, what  
matters to you  
most?*



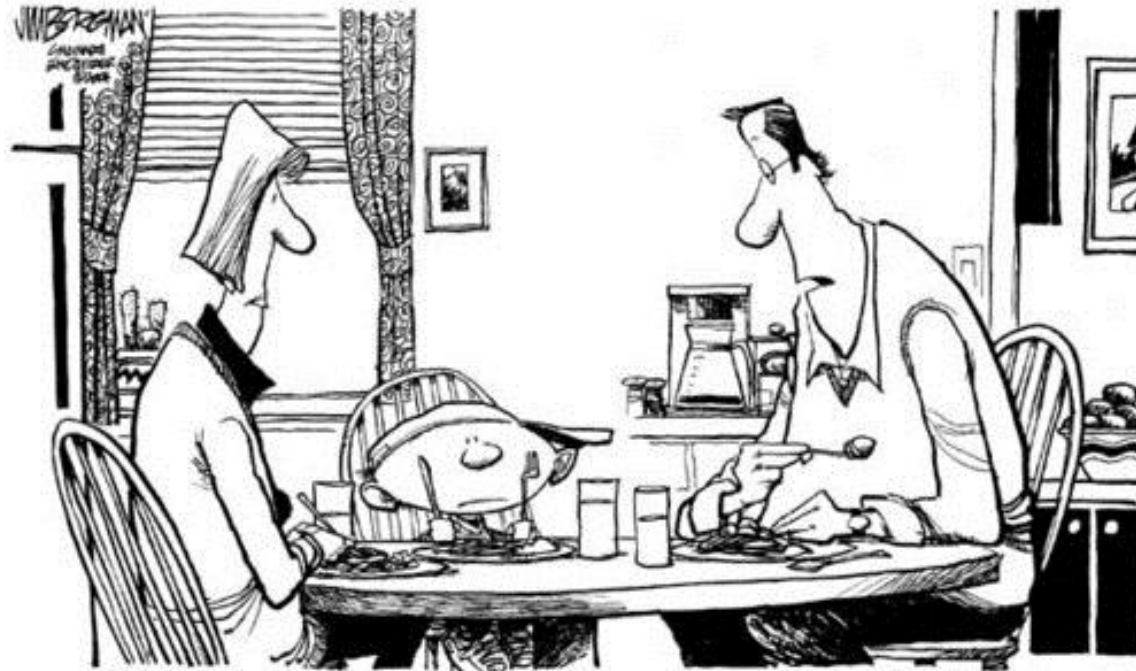
◆ Gen Z   ◆ Millennials   ◆ Gen X   ◆ Boomers

# What This Means In Our Workplace

- When groups have the same values and attitudes, communication and other dynamics typically go smoother.
- When there are multiple groups and each group brings their own style, values, and attitudes, this could create tension and other issues if not paying attention.
- Generation gaps at work means more work is needed to cultivate an environment that respects each generation's perspective and way of life.
- This also means the manager has to be observant and knowledgeable of the various traits associated with each generation.
















<http://www.vajaycee.org/training-resources.html>





"WELL, YES, WE COULD READ YOUR BLOG... OR YOU COULD JUST  
TELL US ABOUT YOUR SCHOOL DAY."

# Effects on the Workplace

Characteristics	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
<b>Formative experiences</b>	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Clastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
<b>Aspiration</b>	Job security	Work-life balance	Freedom and flexibility	Security and stability
<b>Attitude toward technology</b>	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" - entirely dependent on IT; limited grasp of alternatives
<b>Attitude toward career</b>	Organisational - careers are defined by employers	Early "portfolio" careers - loyal to profession, not necessarily to employer	Digital entrepreneurs - work "with" organisation not "for"	Career multitaskers - will move seamlessly between organisation and "pop-up" businesses
<b>Signature product</b>	 Television	 Personal Computer	 Tablet / Smartphone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
<b>Communication media</b>	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
<b>Communication preference</b>	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
<b>Preference when making financial decisions</b>	 Face-to-face ideally, but increasingly will go online	 Online - would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced



# Working Together





30% watch lessons online.



20% read textbooks on tablets.



30% work with classmates online.



50% use YouTube/Social Media for research assignments.



# How should we connect with Generation Z?

## Communicate

Communication with Generation Z should be visual and aimed towards diverse audiences.

## Short

Keep communication/content short. Think "stackable content".

## Feed Curiosity

Empower Generation Z by providing them control over choices of preference and settings.



## Connect

Connect Generation Z to technology of various types.

## Inspire



Generation Z needs to be inspired; reacting best when given social causes to rally behind.

## Educate

Generation Z wants to build their expertise.

# How to use

You **Tube**  *at the university*  
TM

in teaching   
and learning 

VIDEOS



TALKING TO PEOPLE



DOUBLE TAP



WHAT WOULD MAKE YOU STAY AT A JOB?

[www.genzguru.com](http://www.genzguru.com)

# Greatness in Gaps

## About a Nurse



*"I must be getting old, because  
all these new nurses look like  
babies to me."*



# Top Ten things to know about Gen Z

## GENERATION Z

1. Ronald Reagan is as far in the past for them as Dwight Eisenhower was for their parents.
2. Email is an ancient and useless technology.
3. Columbine is merely a flower.
4. Amazon is an online retailer, not a river in South America.
5. The band Nirvana is classical rock.
6. Stephen Curry is a better basketball player than Michael Jordan ever was.
7. YouTubers are the new stars.
8. Eminem and LL Cool J could show up at a parents' weekend.
9. "Press pound" on the phone is now translated as "hit hashtag."
10. With GPS, they have never needed directions to get someplace.



# Questions for a Gen Z



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