



CalTravel's Gen Z Crash Course

Presented by: Olivia Frary

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Two thick, red, hand-painted brush strokes are positioned above the text.

Hi! I'm
Olivia

A thick, yellow, hand-painted brush stroke is positioned horizontally across the middle of the text.

I'm a 22-year old California native from the Coachella Valley, graduating next month from the University of Southern California, and living in Los Angeles.

I am the proud daughter of Swedish and Mexican immigrants, a social entrepreneur, and a professional Gen Z strategist with JUV Consulting.



The title 'WHAT! IS JUV?' is rendered in large, white, bold, sans-serif capital letters. The word 'WHAT!' is on the top line, and 'IS JUV?' is on the bottom line. A yellow lightning bolt graphic is behind the 'I' in 'IS'. A blue brushstroke underline is under 'JUV?'. A megaphone icon is positioned to the left of 'IS'. Two blue hearts are in the top left corner.

WHAT! IS JUV?

We are a **purpose-driven** Gen Z community that works with clients to help them better connect with young people. We believe that in order for organizations to understand Gen Z, they have to **talk to us, not about us.**

1. INTRODUCTION TO GEN Z





**WHO IS
GEN Z?**



**THE GENERATION
OF MEMES AND
MOVEMENTS**



GENERATION

Z

We are born after
1996.

We control
360 billion dollars.

We are
32% of the population.

Our average attention span is
8 seconds.

Millennials

They are
digital natives.

They use social media to
(re)connect
with friends & share life updates.

They
"don't see color."

They are the
"I" generation.

They want
a seat at the table.

VS

Gen Z

We are
social media natives. We have never
had to reconnect with anyone.

We use social media to
**create communities, perform, &
explore identities.**

We are beautiful because of
"our many colors."

We are
the "we" generation.

We want to
flip the table.



OUR VALUES

- Authenticity
- Inclusivity
- Conscious Consumerism
- Distrust
- Disruption
- Constant Communication

2. GEN Z & THE WORKFORCE



By 2025, Gen Z will make up

270%

of the workforce.



ATTRACTING GEN Z TALENT



- Disaffected Gen Z employees questioning the status quo are some of the primary drivers of the Great Resignation.
- Even though they've spent fewer years in the workforce, more than half of Gen Z respondents said they planned to pursue a new job in the next year. Among all groups, this generation was also the least satisfied with work-life balance (56%) and their jobs overall (59%).



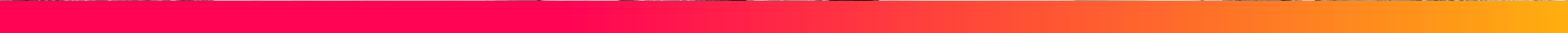
What does Gen Z look for in an employer?

- **Company Values**
- **Flexibility**
- **High Compensation**

79.4% of respondents stated that they consider their **affinity towards a brand as a consumer** when making decisions about where to submit job applications and where to work.

Considering the importance of **company values** and **consumer affinity** to Gen Z, employers must carefully consider their public image and personal missions to retain Gen Z employees. Good working conditions – such as flexibility and compensation – will be key drivers of hiring decisions.

3. GEN Z AS TALENT





GEN Z ISN'T A MONOLITH

Our diversity isn't just statistical. It means that the way we think, communicate, and interact is just as varied. Generalizing is the worst thing you can do.

49% ARE NON-WHITE.

25% ARE HISPANIC.

13.8% ARE BLACK.

5.3% ARE ASIAN.

**1 IN 6 (15%) OF
GEN Z ADULTS
IDENTIFY AS LGBTQ+.**



Making the Transition

As the oldest members of Gen Z begin to graduate from college and populate the workforce, questions arise about how to not only market to Gen Z but how to recruit their talents and insights.

As 61 million Gen Zers prepare to enter the US workforce, they are coming with new preferences and values that dictate which jobs they take.

1 Independence

Gen Z values **independence** as a key characteristic in the workplace. While Millennials tend to prefer constant collaboration and open office space, Gen Z tends to **prefer private** spaces.

This desire for independence also manifests in the choice to **forgo higher education**, a choice that is occurring in much higher rates than their Millennial counterparts.

2 Company Culture

Gen Z also values the **culture** of a **company** and workspace as a major contributor to how fulfilling their work life will be. Having a **positive** day-to-day **experience** is important, and they will utilize digital resources to determine a cultural fit.

53% of Gen Zers prefer **face-to-face interaction** over emails and instant messaging, and this preference will also impact perceived day-to-day satisfaction.

EQUITY. DIVERSITY. **INCLUSION. BELONGING.**

Having DE&I policies in workspaces, educational institutions, or any organization, is a **dealbreaker** for most young people entering the workforce.

But that goes beyond one-time statements and a list of lightly enforced rules. Gen Z's definition of DE&I goes above and beyond: it means scholarships, events, workshops, resource hubs, proactiveness, and the list goes on.



What do you need to know?

- Outside of “student” and “employee,” Gen Z respondents were most likely to self-define as a “**creator**,” reflecting an affinity for **originality** among young people and a reluctance to take on more narrow labels.
- Maintaining **independence** and **autonomy** is extremely important for Gen Z workers both in motivating short term work and as part of the desire for distinct creative spheres.
- Creating **social good** is a key goal of Gen Z workers and will differentiate roles and companies across industries.
- Cash may not always be king-- many young people are willing to **sacrifice on salary** to explore interests and develop skills and will need to be offered **holistic compensation** that extends beyond salary (ie. professional development, mentorship, certificates).
- **Traditional connections** still remain influential in nontraditional roles: adults still impact the **engagement and identification** of opportunities despite Gen Z’s access to dense social networks of peers on the internet.

IF YOU WANT TO CONNECT WITH US -- UNDERSTAND OUR REALITY, EMPOWER US TO EXPRESS OURSELVES, EXCEED OUR EXPECTATIONS, CATER TO OUR NEEDS, COMMIT YOURSELF TO A MISSION, AND PUT DOLLARS BEHIND THAT PURPOSE. GEN Z WANTS TO BE EXCITED ABOUT THE FUTURE, AND WE ARE ROOTING FOR YOU.



**Don't talk
about us.
Talk to us.**



THANK YOU!

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QUESTIONS?