



Don't treat them like Millennials

Gen Z

Tech Innate: 5 Screens
Think in 4D
Judiciously Share (GeoLoco Off)
Active Volunteers
Blended (race & gender)
Togetherness
Mature
Communicate with Images
Make Stuff
Have Humility
Future Focused
Realists
Want to Work for Success
Collective Conscious

Millennials

Tech Savvy: 2 Screens
Think in 3D
Radical Transparency: Share All
Slacktivists
Multi-cultural
Tolerance
Immature
Communicate with Text
Share Stuff
Have Low Confidence
Now Focused
Optimists
Want to be Discovered
Team Orientation