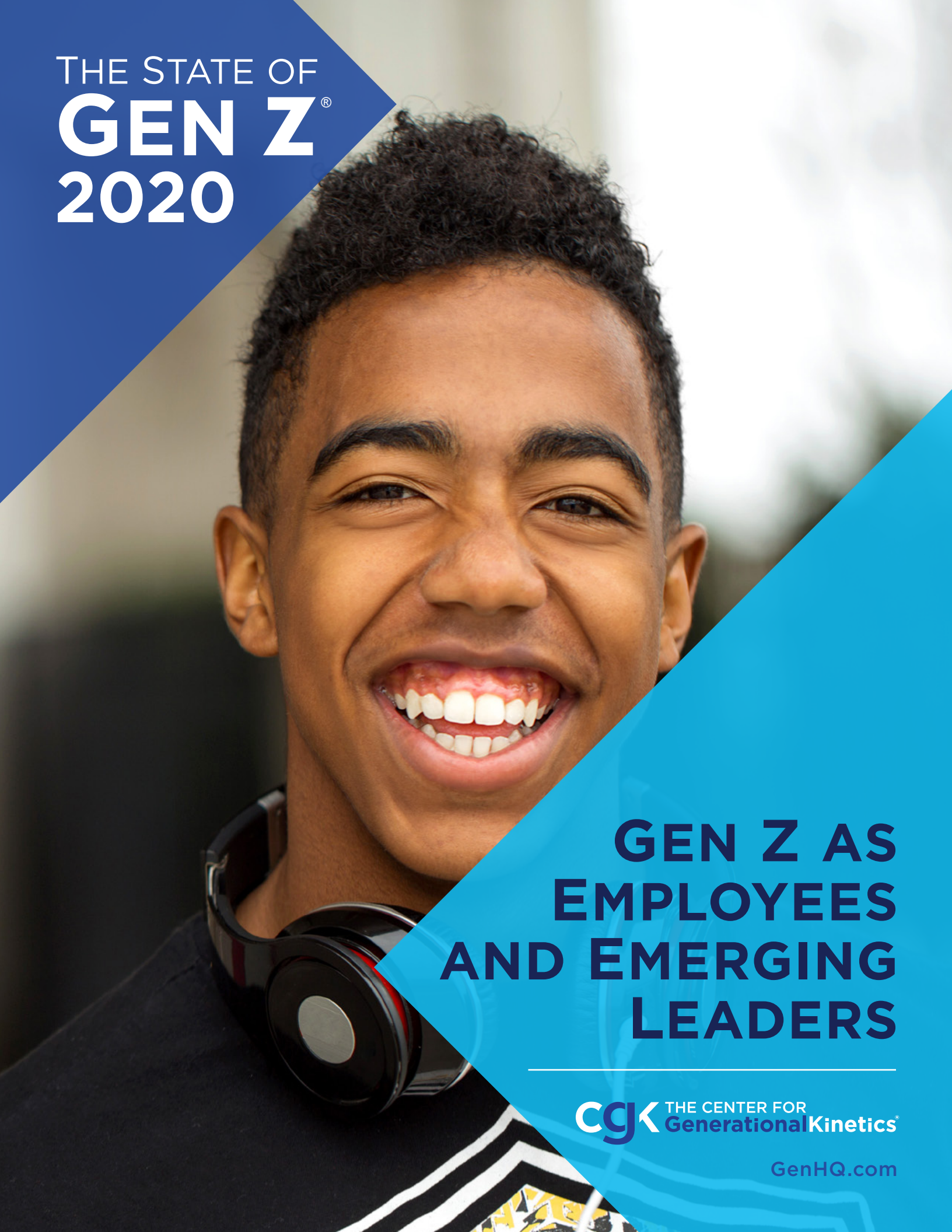


THE STATE OF
GEN Z[®]
2020



**GEN Z AS
EMPLOYEES
AND EMERGING
LEADERS**

CGK THE CENTER FOR
Generational Kinetics[®]

GenHQ.com

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WELCOME FROM THE STUDY'S AUTHORS

WELCOME TO THE STATE OF GEN Z® 2020: GEN Z AS EMPLOYEES AND EMERGING LEADERS!

Now in the fifth year of our State of Gen Z® research series, the research and strategy team at The Center for Generational Kinetics (CGK) is excited to share with you the findings from our extensive national study that explores Gen Z, also known as iGen, from a variety of employment related vantage points. Unlocking the enormous potential of Gen Z as employees and emerging leaders is a passion for us—and has immediate implications for employers of all sizes around the world.

As generational researchers, strategic advisors, and keynote speakers, we are on a mission to uncover and unlock the potential of Gen Z as employees, customers, and trendsetters.

This national study builds on more than 65 generational studies we've led on four continents. Our work has been featured in hundreds of media outlets, and our speaking, consulting, and research clients

include many of the biggest employers and brands in the world. We love this work.

In addition to our research studies, we infuse our fifth annual State of Gen Z® report with our expertise working with over 100 clients per year to solve their generational challenges. This work gives us *front line insights* and extensive client data into what actually works across generations.

In this year's State of Gen Z® employment study, we included 1,007 members of Gen Z (ages 13-24) as well as 1,009 Millennials (ages 25-43) for comparison. These study participants were weighted to the U.S. Census for age, gender, geography, and ethnicity. Comparing Gen Z and Millennials is key because we are seeing significant differences between these two generations as they impact businesses, industries, education, countries, politics, and emerging trends.



From our perspective, Gen Z is driving new behaviors as they further enter adulthood and become the fastest-growing generation in the workforce. In fact, after five years of leading the State of Gen Z® study, we've seen the oldest members of Gen Z go from age 19 to turning 25 years old!

Gen Z is now creating the trends that ripple up and affect the behaviors and preferences of older generations around the world, from employment to entertainment, shopping, and technology.

In fact, the change, challenge, and opportunity Gen Z brings is only just beginning. We expect it will accelerate rapidly over the next three years. Gen Z will determine winners and losers when it comes to employment, brands, innovation, and future growth—the key to success is taking the right steps now to *grow with Gen Z*.

After 10+ years of leading research, speaking, and advising, we are thrilled to release our latest Gen Z discoveries, stories, and solutions for leaders in our new book, ***Zconomy: How Gen Z Will Change the Future of Business—and What To Do About It***.

The book goes behind-the-scenes with Gen Z to view the world through their lens. It integrates our latest research and specific how-to for leaders to recruit, retain, motivate, and develop Gen Z as well as communicate with, market to, sell to, and build loyalty with this incredibly important generation of consumers. *Zconomy* was a #1 New Release on Amazon!

The Center for Generational Kinetics is excited to share this year's State of Gen Z® 2020 with you. To schedule a media interview about the national study and its findings, or to talk with our team about leading research, keynote speaking, or advisory work, contact our friendly office:

Info@GenHQ.com | (512)-259-6877

Thank you for your interest in Gen Z. This generation is poised to change the world!

We look forward to hearing from you.

Sincerely,

Denise Villa, PhD, Chief Executive Officer
Jason Dorsey, President and Keynote Speaker
Jared Boucher, Lead Researcher

*To learn more about our custom generational research, keynote speaking, and consulting, please read **Four Ways We Help You Solve Generational Challenges on page 22.***



Denise Villa, PhD, CEO and Co-founder



Jason Dorsey, President



Jared Boucher, Researcher

GEN Z AND COVID-19: A GENERATION DEFINING MOMENT

At CGK, we study the Generation Defining Moments that shape each generation, including Gen Z, Millennials, Gen X, and Baby Boomers.

From our experience, the key to a Generation Defining Moment is that it must do two things:

1. **Take place at the right time in a generation's coming of age experience.** The event or external influence needs to occur at a formative time in a generation's coming of age experience, which is usually an age range from childhood through early adulthood. The generation needs to be old enough to deeply experience the event while being in a young enough life stage where it can significantly impact their views, beliefs, and attitude toward the world and future.
2. **Create a powerful, unforgettable emotional impact, usually tied to fear and uncertainty caused by the event and its aftermath.** These moments tend to make a generation feel vulnerable and look at the world differently than they did before, such as the way 9/11 impacted Millennials or how the JFK assassination affected Baby Boomers.

In our keynotes and virtual presentations, we talk about Generation Defining Moments as your "Where were you when...?" moments. During these generation-defining events, we remember exactly where we were, who we were with, and what we felt.

Based on our research at CGK, we believe the COVID-19 pandemic is the most formative Generation Defining Moment that has shaped Gen Z at this critical time in their transition into adulthood. Gen Z is already sharing the impact of COVID-19 in our research interviews about their schooling, work, money, health, family, and attitudes toward the future. We shared this with the media starting in March of 2020.



For Gen Z, COVID-19 has upended almost every aspect of their life.

For younger Gen Z, they may no longer go to school with classmates, see their friends in-person, or work part-time jobs. Instead, they are confined to their home, with a parent or other family members, and trying to continue their education at a time when many schools do not have an effective distance learning program. These same Gen Zers are seeing their parents struggle financially, including job losses, inability to pay rent, and tension between adults as everyone deals with this new reality.

Gen Zers nearing the end of high school are seeing standardized testing canceled, uncertainty about college options, financial pressure, and limited or no ability to play competitive sports or drive academic achievements that could change their future. Will they move out of their family's home this year? If college is all online, how will they have a traditional college experience—and is it worth the expense? While the COVID-19 experience can vary widely based on our interviews with Gen Zers from different socioeconomic, geographic, and other factors, the result continues to be a real question mark about what will happen after their senior year of high school.

Gen Zers we interview who are in college or deciding whether or not to attend college, are often experiencing a hybrid of the newly upended work and education reality. Some colleges and trade schools have moved quickly to cancel all on-campus classes and move to online learning while others are struggling under the weight and scale of the change—as well as the practical limitations of specific learning activities, such as scientific lab access. Adding to this mix is the unknown about whether or not colleges will refund room and board, whether international students who had to go home will be able to return, and the rapid change of having their freedom limited as they move back in with their family.

There is a lot for Gen Z college students to worry about besides just finishing their classes. Already, we saw the return to college in the Fall of 2020 to be a mixed message of “come to campus, but stay in your dorms,” to “attend the football games, but bring



your negative COVID-19 test results.” Add to this the uncertainty around class cancellations, limited class offerings, faculty, support staff, parents, and Gen Z all being concerned about their safety (or appearing not as concerned as popularized in the news), and it is easy to see why the 2020-2021 college year is so challenging, confusing, and uncertain.

On top of Gen Z's work and school impacts from COVID-19, add all of these significant stressors: the heavy external influence of daily death counts and mortality rates, fear of losing their parents, grandparents, or friends, and the endless social media echoing how bad the world is around them. It's easy to see why COVID-19 is a Generation Defining Moment for Gen Z—and the impact gets deeper the longer the event is extended and the more uncertainty, fear, and difficulty it creates.

At the same time, Gen Zers who are in the workforce are disproportionately in the service industry, hourly workers, in entry-level jobs, or young professionals typically on the front end of their careers. As our



research showed, Gen Zers were more likely to get laid off or furloughed as many industries contracted, in addition to having their wages reduced or job description change. Gen Z can also suffer from the “last hired, first fired” philosophy as well as having the least established professional relationships. Put all this together, and Gen Zers already in the workforce are feeling a massive reset at exactly the time they should be starting to build their independence and self-reliance.

In addition to COVID-19, we believe the social justice protests of 2020 will be a Generation Defining Moment for Gen Z. The generation has already shifted their social cause list of priorities, per our research, from climate change being first to social justice. As this continues, we believe this could become a Generation Defining Moment as well, and we will be studying it closely.

We have several studies now in the field and will be launching many more to uncover and document the change this pandemic and key issues, from unemployment to social justice, have brought to how

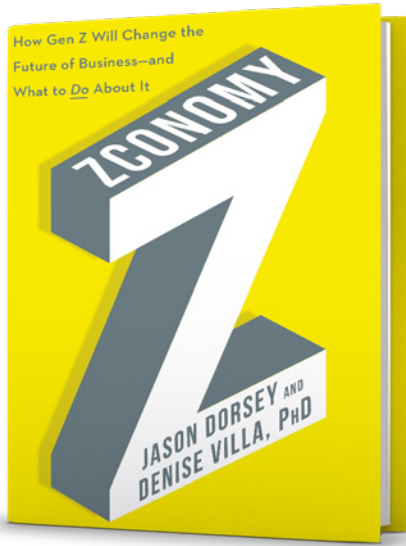
Gen Z thinks about learning, work, brands, spending, relationships, family, politics, technology, and much more. In tough times like these, getting accurate data can help every generation understand what is going on, make key decisions, come together, and navigate this challenging time and the future to follow.

We wish you, your family, and your colleagues the best in health during these challenging times. We will post our latest COVID-19 and Gen Z research on GenHQ.com, along with the research we are leading daily to see how every generation is navigating this time as employees, customers, and neighbors.

With gratitude,

Denise Villa, PhD, CEO
Jason Dorsey, President

CGK THE CENTER FOR
GenerationalKinetics®



ARE YOU READY FOR GEN Z?

Did you know that Gen Z is already 24 years old? They are driving *tremendous* change, challenge, and opportunity for leaders. Gen Z is already the fastest growing generation of employees and the most important group of consumers and trendsetters.

In this **#1 New Release on Amazon**, *Zconomy*, you'll learn the unexpected insights, hidden trends, and **specific solutions** to unlock the potential of this exciting generation as they transform employers, brands, and the world.

ZCONOMY IS THE AUTHORITATIVE GUIDE:

- » Based on 65+ generational studies
- » Insights from 700+ enterprise clients
- » Direct solutions from frontline leaders

ZCONOMY HELPS YOU SOLVE THESE CHALLENGES:

- » Recruit, motivate, and retain Gen Z at this critical time
- » Market to, sell to, and build Gen Z's customer loyalty
- » Leverage your own generational strengths for fast results

Order your copy now:



"Zconomy delivers the step-by-step solutions leaders need to understand Gen Z and take action right away."

—Steve Cannon, Former CEO
Mercedes-Benz USA



"Zconomy is a must-read guide from the most authoritative voices on generational studies of our time."

—Andrea Brimmer, Chief Marketing Officer
Ally Financial



Bestselling Generational Authors

Generational experts Jason Dorsey and Denise Villa, PhD, are passionate about unlocking the potential of every generation. They lead The Center for Generational Kinetics (CGK), the #1 generational research, advisory, and speaking firm in the world.

CGK has taken clients from last to first in employee retention and customer growth. They've been featured on 200+ TV shows from 60 Minutes to The Early Show.

Their clients range from Mercedes-Benz and Expedia to Hershey's, HCA, Discover, and Univision. As keynote speakers, they've headlined events from Singapore to London and received over 1,000 standing ovations.

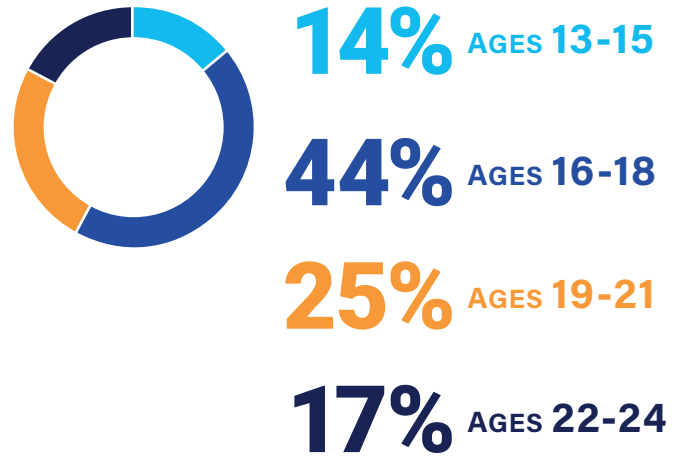
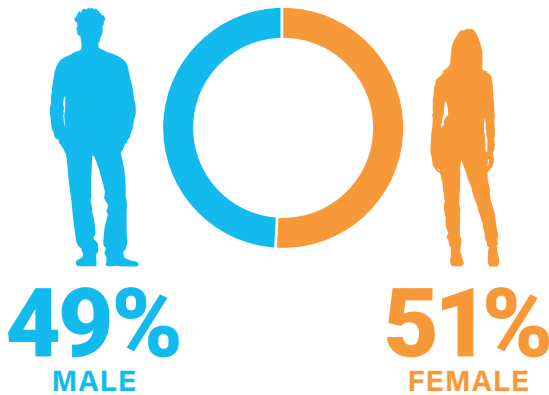


STATE OF GEN Z® NATIONAL STUDY METHODOLOGY

To lead this fifth annual State of Gen Z® national research, The Center for Generational Kinetics (CGK) designed a custom 28-question Gen Z and Millennial study. The quantitative study was administered to 2,016 U.S. respondents ages 13-43, including 1,007 Gen Z (ages 13-24) and 1,009 Millennials (ages 24-43). The sample was weighted to the U.S. Census for age, region, gender, and ethnicity.

The national study was conducted online from July 17, 2020, to July 27, 2020. Figures are statistically significant at the 95% confidence level. The margin of error is +/-3.1%.

COMPLETED BY **1,007** GEN Z PARTICIPANTS



INTRODUCTION

Uncovering Gen Z's trends, behaviors, and preferences as they enter and emerge further into the workforce has been a focus of our State of Gen Z® research for the past several years. In 2017, we found that a fun work environment was the top feature that made Gen Z the most excited to apply for a job, ahead of flexible work schedule, paid time off, and traditional employee benefits. In 2018, we discovered that 2/3 of Gen Z need feedback from their supervisor every few weeks or more often in order to stay at their job. In 2019, we found that 55% of Gen Z thinks social media posts would give employers a valuable perspective of a job applicant.

In 2020, we've continued to explore Gen Z's unique impact on the U.S. workforce by asking them a series of key topical questions:

- What most attracts you to a new job?
- Where do you look for jobs?
- What workplace benefits do you most want?
- How soon do you expect to get a raise?
- What makes you stay at a job?

Each question yields multiple quantitative findings that reveal Gen Z's unique employee perspective and trends in our world today.

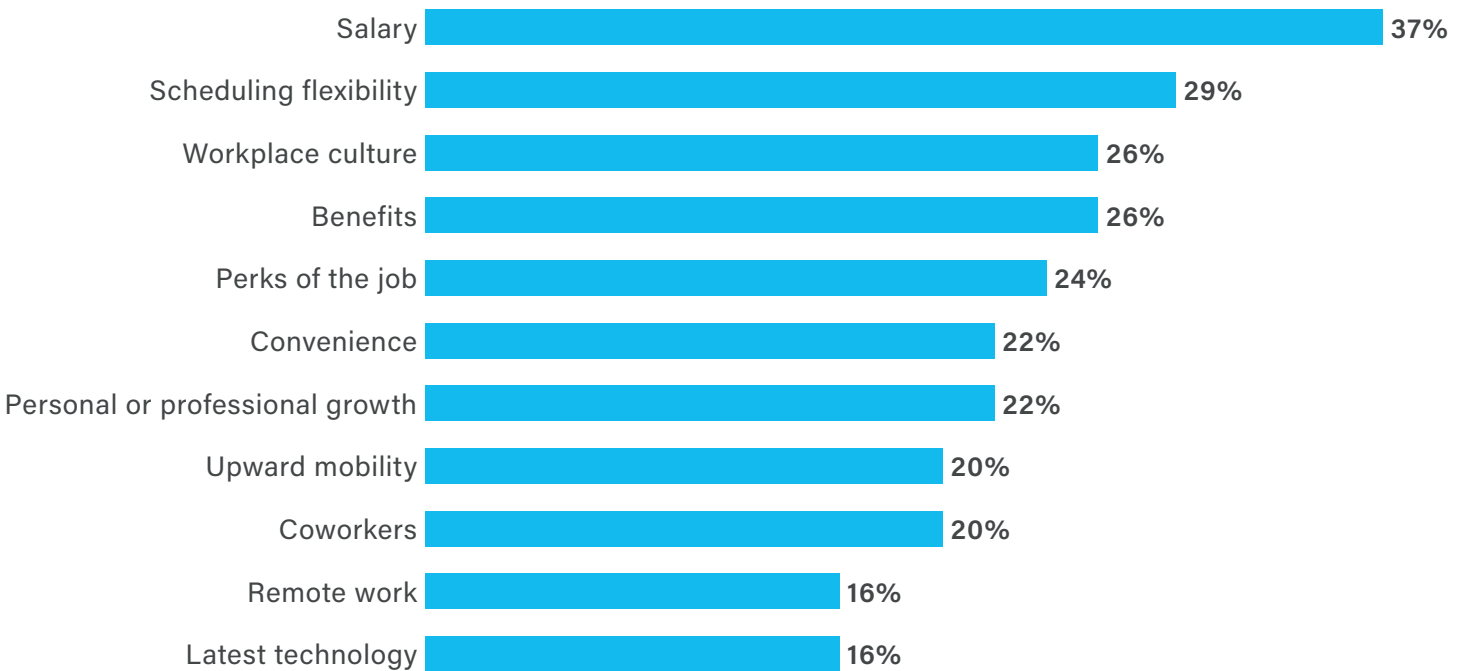
WHAT MOST ATTRACTS GEN Z TO A NEW JOB?

61% OF WORKING-AGE GEN Z (16-24) AGREE THAT GOOD ONLINE RATINGS AND REVIEWS WOULD MAKE THEM INTERESTED IN A COMPANY THAT THEY WEREN'T INTERESTED IN OTHERWISE.

Across industries, leaders of large, small, local, and global organizations are struggling to figure out how their industry's future will look. They need new, accurate data to understand what employees expect, need, and want in this new workforce reality. According to our national research study in June 2020, *Leading Multiple Generations Remotely*, Gen Z has experienced the most workplace challenges with more decrease in work hours and higher unemployment than any other generation. More than ever before, leaders and managers need to be aware of the unique workplace challenges that Gen Z are facing and what they are looking for when searching for new jobs.

According to our State of Gen Z® 2020 study, after salary, working-age Gen Z is most attracted to a job that offers flexible scheduling (29%) and a good workplace culture and benefits (26%). Forty-nine percent of Gen Z (13-24) are high school or college students, and 43% of Gen Z are employed (part-time, full-time, or self-employed). Having a flexible schedule is critical for Gen Z to accommodate their busy lives.

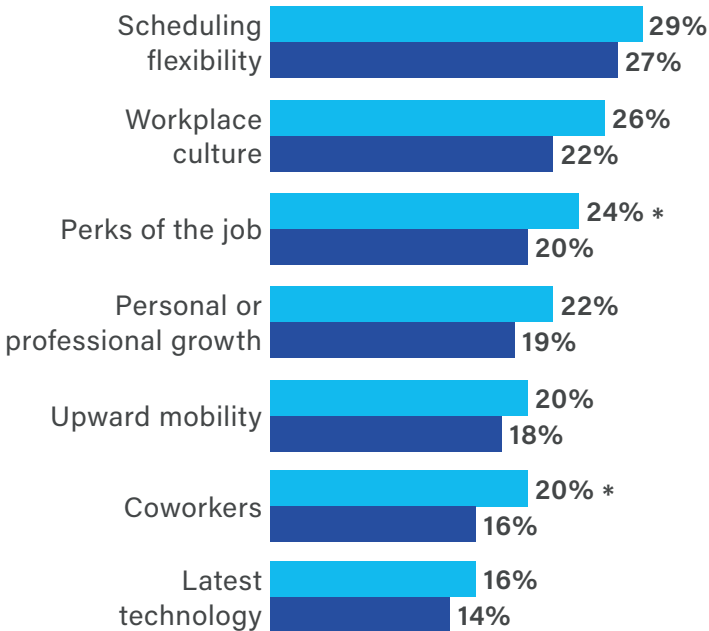
ATTRACTS GEN Z TO A POTENTIAL JOB OR EMPLOYER
(WORKING-AGE GEN Z ONLY; 16-24; N=865; RANKED #1/#2/#3)



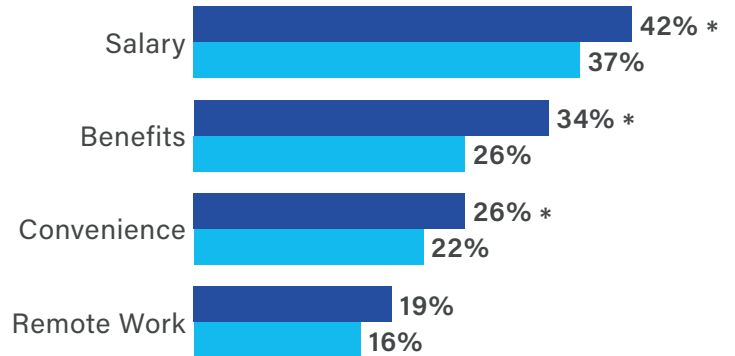


When directly comparing Gen Z to Millennials on their job preferences, we found that working-age Gen Z are significantly more attracted to perks of the job (free meals, health club membership, etc.) and fitting in with their coworkers compared to Millennials. Older and more established Millennials, on the other hand, are significantly more interested in salary and benefits compared to Gen Z.

ATTRACTS GEN Z TO A POTENTIAL JOB OR EMPLOYER MORE THAN MILLENNIALS
(ONLY 16+; N=1,874; RANKED #1/#2/#3)



ATTRACTS MILLENNIALS TO A POTENTIAL JOB OR EMPLOYER MORE THAN GEN Z
(ONLY 16+; N=1,874; RANKED #1/#2/#3)



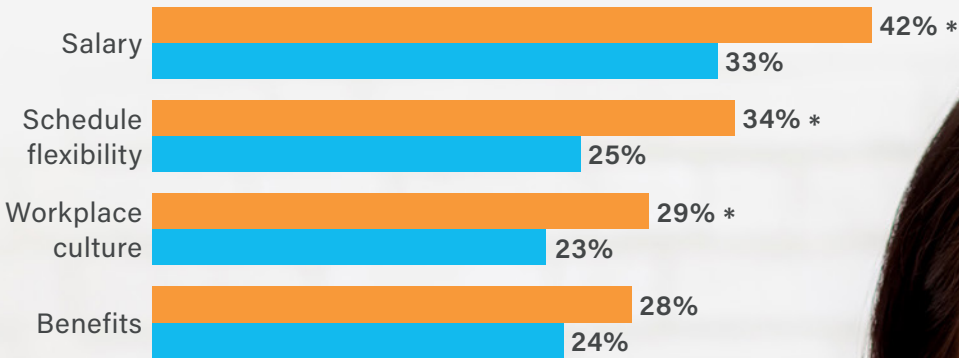
■ Working age Gen Z (16-24)
■ Millennials (25-43)

* represents a statistically significant difference at the 95% confidence level

When controlling for gender, specific characteristics emerge. Gen Z women are *significantly* more attracted to salary, flexible scheduling, and workplace culture when looking at jobs compared to Gen Z men.

ATTRACTS GEN Z WOMEN TO A POTENTIAL JOB OR EMPLOYER MORE THAN GEN Z MEN

(WORKING-AGE GEN Z ONLY; 16-24; N=865; RANKED #1/#2/#3)



* represents a statistically significant difference at the 95% confidence level

■ Gen Z women
■ Gen Z men

However, for Gen Z men, they are more attracted to personal or professional growth, company management, and the latest technology when looking at potential jobs compared to Gen Z women. Understanding Gen Z's unique job preferences and drivers is critical for leaders and managers to know in order to recruit them.



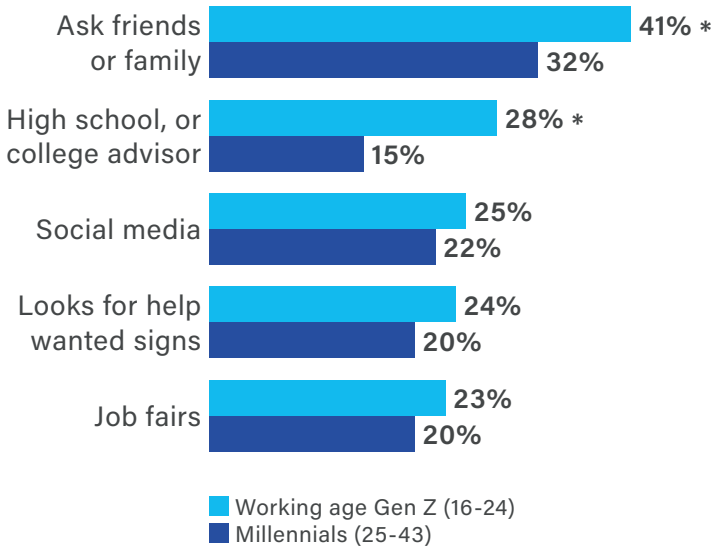
WHERE DOES GEN Z LOOK FOR JOBS?

64% OF WORKING-AGE GEN Z (16-24) THINK IT'S HARDER TO GET A JOB NOW THAN IT WAS LAST YEAR.

Now that we understand the primary factors that Gen Z wants in a new job, let's explore how and where they are looking for these jobs. Above all else, working-age Gen Z are most likely to start looking for a job by asking their friends and family. Gen Z are also likely to look for jobs using a job search website, online job postings, and high school or college career centers.

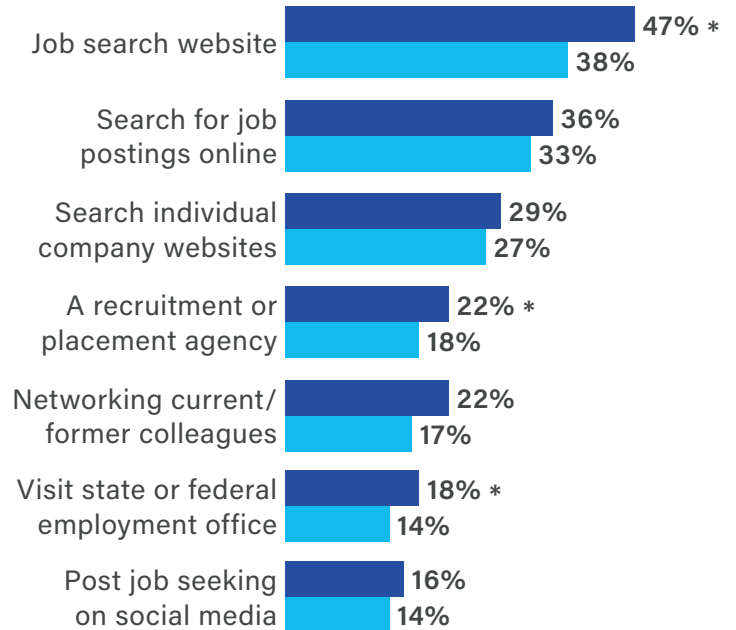
Due to the difference in age and life stage, Gen Z and Millennials look for jobs in very different ways. Working-age Gen Z are significantly more likely than Millennials to start looking for jobs through their friends, family, and career advisors. Millennials, on the other hand, are significantly more likely than Gen Z to start looking for jobs on job search websites and through recruitment agencies. Clearly, each generation's level of experience, independence, and motivations are directly influencing their job search approach.

WHERE GEN Z ARE LIKELY TO START LOOKING FOR A JOB MORE THAN MILLENNIALS (ONLY 16+; N=1,874; RANKED #1/#2/#3)



* represents a statistically significant difference at the 95% confidence level

WHERE MILLENNIALS ARE LIKELY TO START LOOKING FOR A JOB MORE THAN GEN Z (ONLY 16+; N=1,874; RANKED #1/#2/#3)

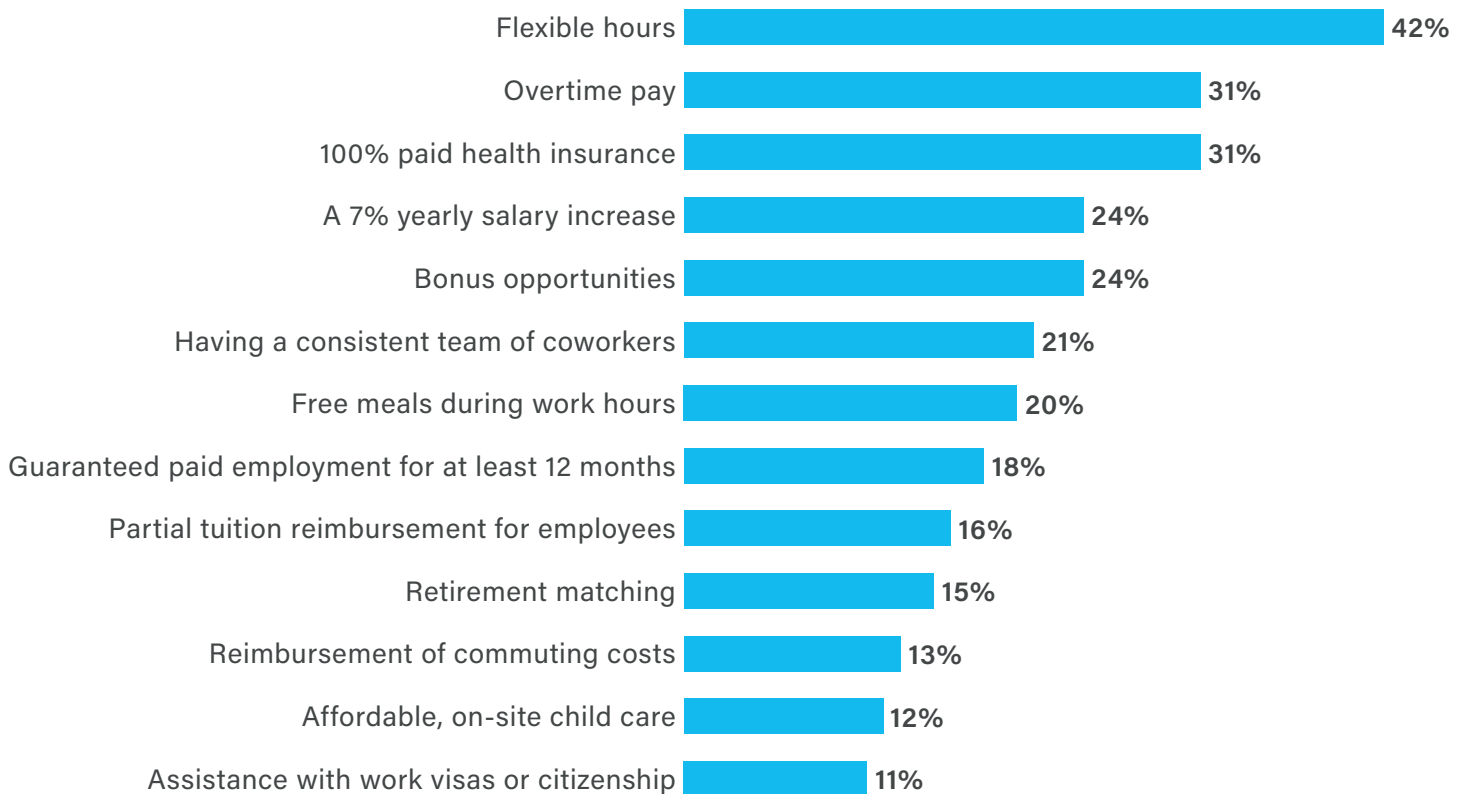


WHAT WORKPLACE BENEFITS DOES GEN Z WANT?

One advantage of leading a national study is uncovering unexpected insights, trends, and behaviors that leaders can turn into action and drive recruiting, retention, and engagement. This study found that Gen Z and Millennials are interested in very different workplace benefits, and hiring managers that understand this will have a significant head start when recruiting these generations.

According to the national study, working-age Gen Z are more interested in flexible hours. This includes all monetary and health-related benefits, including overtime pay, 100% paid health insurance, and a 7% salary increase.

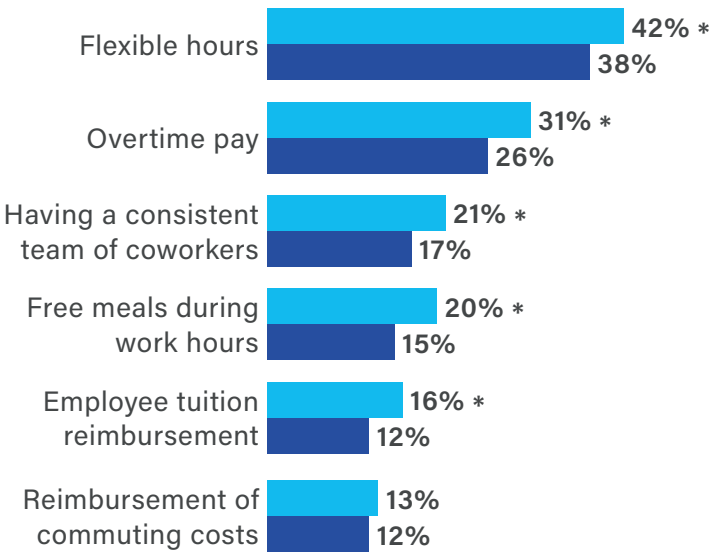
WORKPLACE BENEFITS GEN Z IS MOST INTERESTED IN (WORKING-AGE GEN Z ONLY; 16-24; N=865; RANKED #1/#2/#3)



Working-age Gen Z and Millennials are interested in very different types of workplace benefits. Gen Z is *significantly* more interested than Millennials in flexible hours, overtime pay, consistent coworkers, and free meals. On the other hand, Millennials are *significantly* more interested in monetary benefits like 100% paid health insurance, a 7% salary increase, and retirement matching compared to Gen Z.

When it comes to workplace benefits, Gen Z is most interested in a flexible schedule (likely to accommodate other life demands such as school and extracurricular activities). Business owners and hiring managers should consider offering these benefits in order to best attract Gen Z as employees.

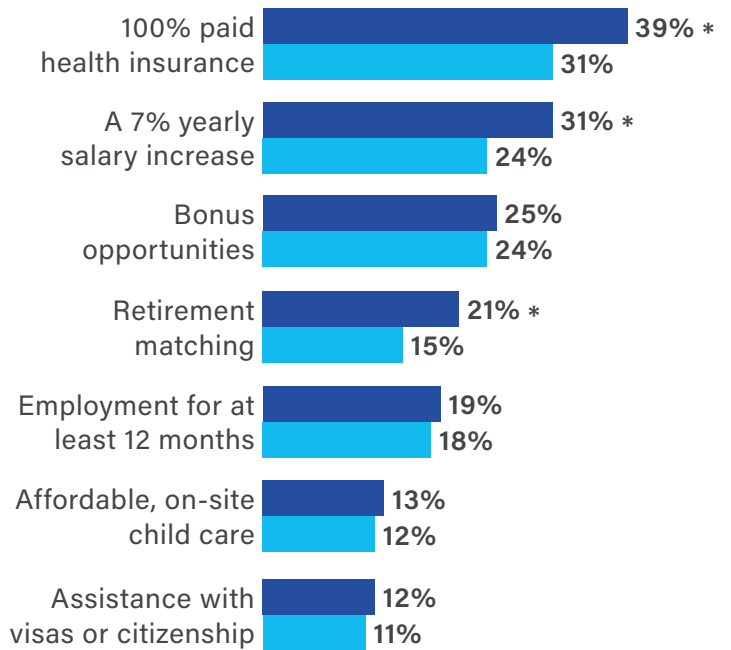
WORKPLACE BENEFITS GEN Z ARE MORE INTERESTED IN THAN MILLENNIALS
(ONLY 16+; N=1,874; RANKED #1/#2/#3)



■ Working age Gen Z (16-24)
■ Millennials (25-43)

* represents a statistically significant difference at the 95% confidence level

WORKPLACE BENEFITS MILLENNIALS ARE MORE INTERESTED IN THAN GEN Z
(ONLY 16+; N=1,874; RANKED #1/#2/#3)



HOW SOON DOES GEN Z EXPECT TO GET A RAISE?

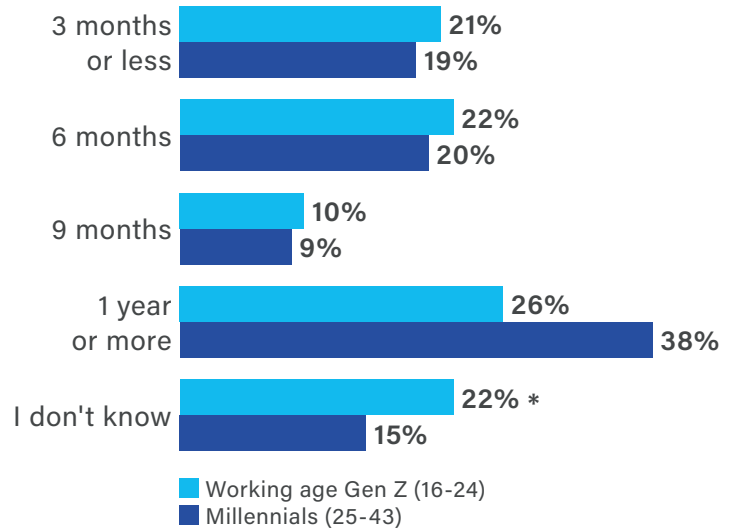
Once Gen Z has secured a job, what are their expectations for salary increases as they gain experience? According to the national study, over half (53%) of working-age Gen Z expect their first salary increase at a new job to be in nine months or less. Although this represents the majority of Gen Z, this trend is becoming less prominent over the last few years. In our State of Gen Z® 2018 national study, we found that 61% of Gen Z expect to receive their first salary increase at a new job in 9 months or less, an 8% decrease in two years. Gen Z still expects a raise faster than any other generation; however, fewer are holding on to this expectation as strongly as once before.

In contrast, Millennials' expectations for raises peak *significantly* higher than Gen Z at the 1-year mark. 77% of Millennials expect their first salary increase to be in one year or less compared to 71% of Gen Z.

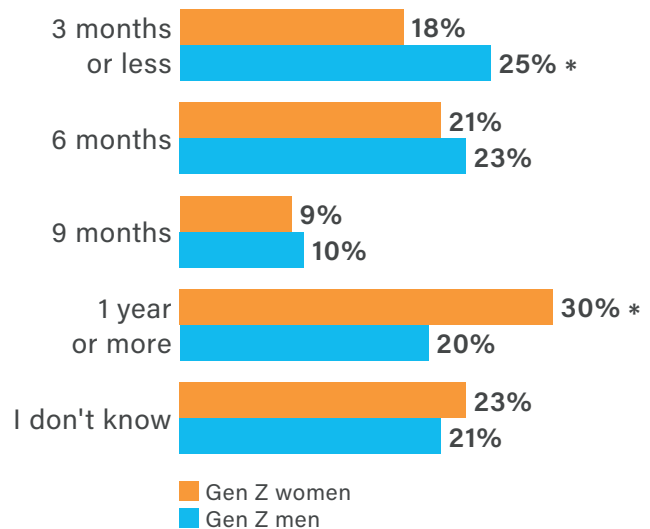
Interestingly, Gen Z men and women also have different expectations when it comes to how long they have to work at a job before getting a raise. Fifty-eight percent of working-age Gen Z men expect their first salary increase at a new job to be in 9 months or less, compared to 48% of working-age Gen Z women. Also, almost half (48%) of working-age Gen Z men expect their first salary increase to be in 6 months or less.

Although Gen Z men are more likely to expect a raise faster than Gen Z women, this trend represents a significant decrease from the nine-month expectations of only two years ago for both Gen Z men (51%) and Gen Z women (40%) (State of Gen Z® 2018).

HOW LONG DO YOU HAVE TO WORK AT A JOB BEFORE YOU EXPECT A SALARY INCREASE? (ONLY 16+; N=1,874)



HOW LONG DO YOU HAVE TO WORK AT A JOB BEFORE YOU EXPECT A SALARY INCREASE? (WORKING-AGE GEN Z ONLY; 16-24; N=865)



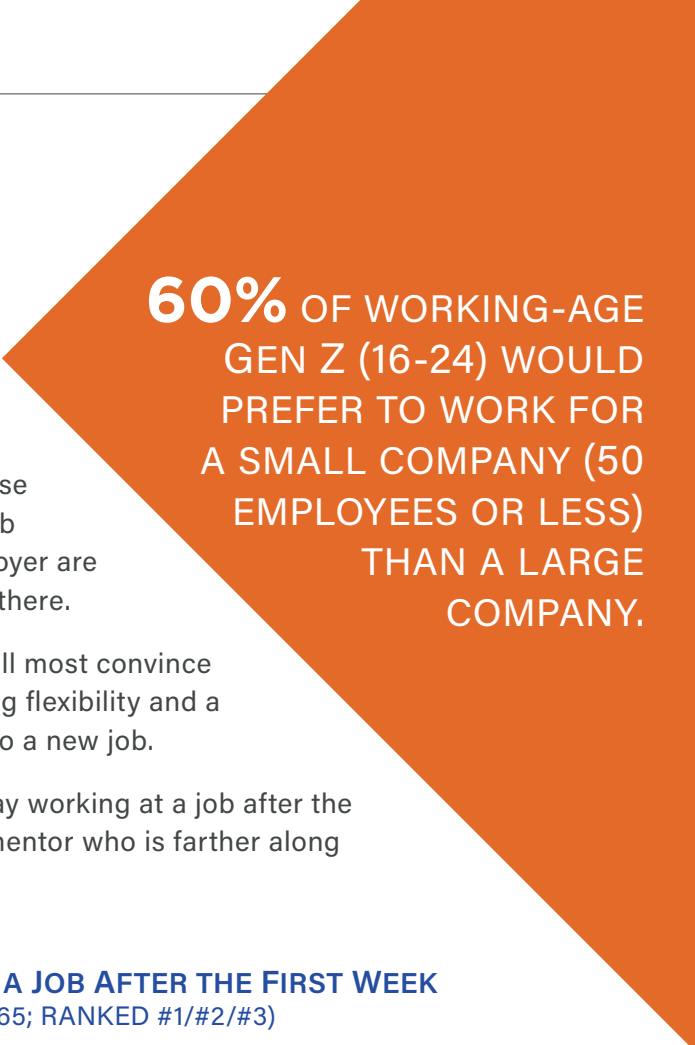
* represents a statistically significant difference at the 95% confidence level

WHAT MAKES GEN Z STAY AT A JOB?

In our State of Gen Z® 2018 research, we discovered that 2/3 of Gen Z need feedback from their supervisor every few weeks or more often in order to stay at a job. But what other factors increase job retention with Gen Z? According to our 2020 research, the job characteristics that most attract Gen Z to a potential job or employer are the same characteristics that will convince them to stay working there.

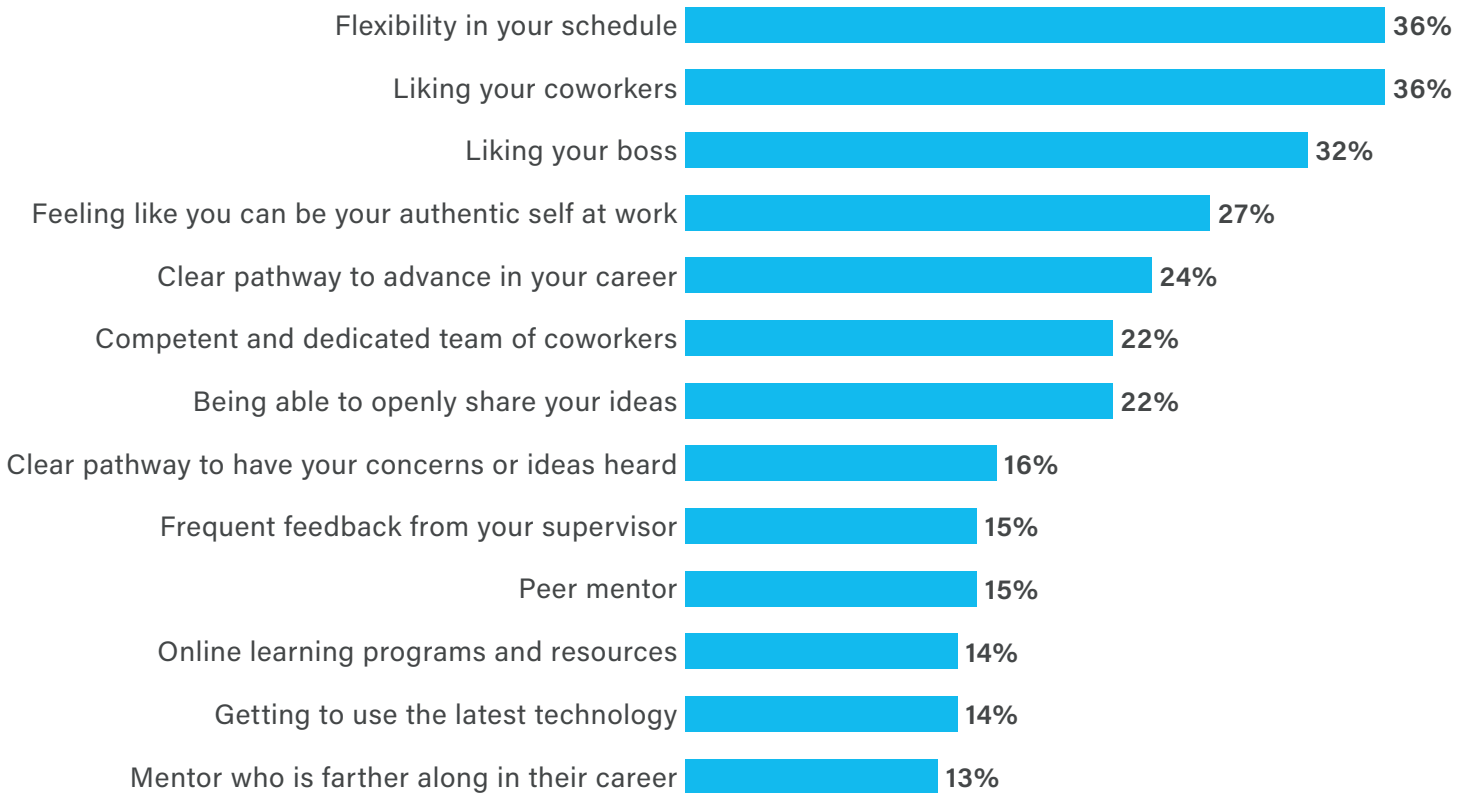
Having a flexible schedule and liking their coworkers and boss will most convince Gen Z to continue working at a job after the first week. Scheduling flexibility and a good workplace culture were also top factors that attract Gen Z to a new job.

Conversely, the least important factors in convincing Gen Z to stay working at a job after the first week are getting to use the latest technology and having a mentor who is farther along in their career.



60% OF WORKING-AGE GEN Z (16-24) WOULD PREFER TO WORK FOR A SMALL COMPANY (50 EMPLOYEES OR LESS) THAN A LARGE COMPANY.

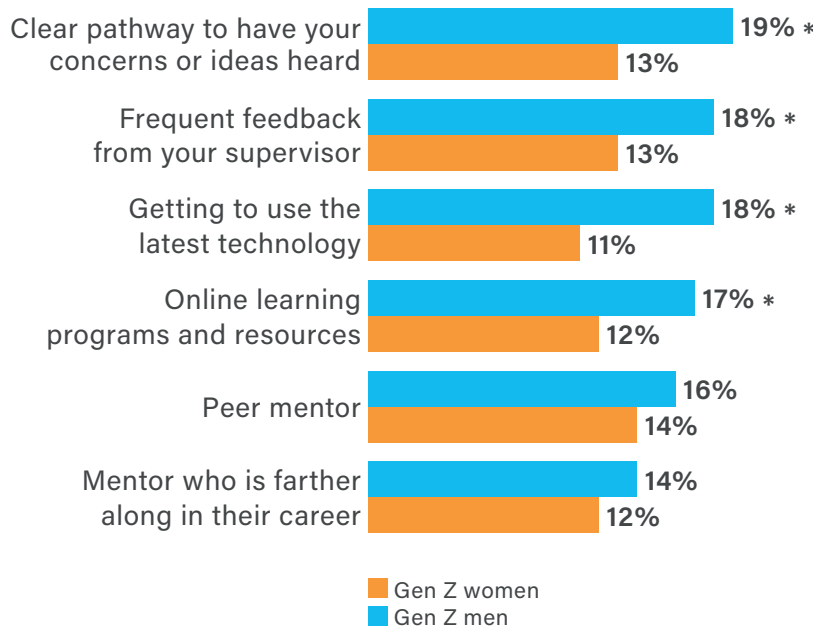
MOST CONVINCING GEN Z TO STAY WORKING AT A JOB AFTER THE FIRST WEEK (WORKING-AGE GEN Z ONLY; 16-24; N=865; RANKED #1/#2/#3)



Gen Z men and women diverge from each other on several job factors that would most convince them to stay at a job. Working-age Gen Z women are much more convinced to stay at a job if they have a flexible schedule and like their coworkers compared to working-age Gen Z men. Gen Z men put more emphasis than Gen Z women on supervisor feedback, sharing ideas, online learning, and using the latest technology.

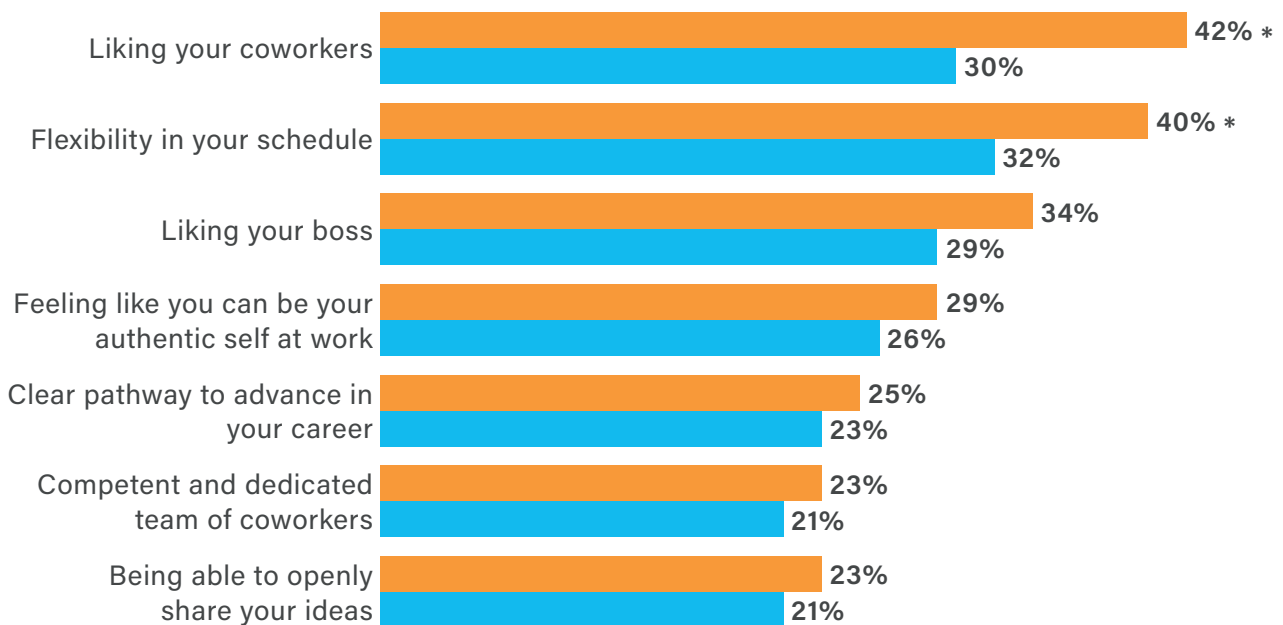
It's clear to Gen Z, and especially Gen Z women, that they expect employers to offer flexible scheduling and a drama-free workplace in order to apply for and stay at a job.

**CONVINCE GEN Z MEN TO STAY WORKING AT A JOB
AFTER THE FIRST WEEK MORE THAN GEN Z WOMEN**
(WORKING-AGE GEN Z ONLY; 16-24; N=865; RANKED #1/#2/#3)



* represents a statistically significant difference at the 95% confidence level

**CONVINCE GEN Z WOMEN TO STAY WORKING AT A JOB
AFTER THE FIRST WEEK MORE THAN GEN Z MEN**
(WORKING-AGE GEN Z ONLY; 16-24; N=865; RANKED #1/#2/#3)

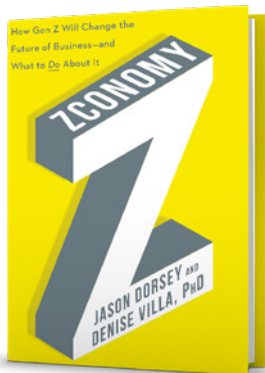


STATE OF GEN Z® 2020 CONCLUSIONS: GEN Z AS EMPLOYEES AND EMERGING LEADERS

Gen Z employees are here, and they are driving tremendous change, challenge, and opportunity for employers of all sizes. The employment leaders who invest the time to understand the generation will have a **massive head start** in unlocking Gen Z's exciting potential as team members and emerging leaders.

As we review The State of Gen Z® 2020 employment study, five conclusions stand out:

1. When it comes to searching for a new job, **Gen Z is most attracted to the salary**, followed by scheduling flexibility. Having a flexible schedule is more important to Gen Z than workplace benefits, perks, professional development, or upward mobility.
2. Working-age **Gen Z are looking for jobs primarily through their friends**, family, and career advisors at their high schools and colleges.
3. **Working-age Gen Z are more interested in flexible hours than any other workplace benefit**, including all monetary and health-related benefits tested.
4. **Working-age Gen Z expect to receive their first raise at a job sooner than older generations.** Over 2/3 expect to receive their first raise in one year or less, and over half expect to receive a raise in nine months or less.
5. **Working-age Gen Z are most likely to stay at a job that offers them a flexible work schedule and has likable coworkers.**



*If you believe Gen Z is important to your future, whether you are an employer, marketer, educator, or parent, please check out **Zconomy: How Gen Z Will Change the Future of Business—and What to Do About It**. This bestselling book features all of CGK's best Gen Z insights and solutions through a multi-generational lens for leaders to take action.*

Go to [Zconomy.com](https://www.zconomy.com) to buy the book and get three free video bonuses!

ABOUT THE CENTER FOR GENERATIONAL KINETICS

The Center for Generational Kinetics (CGK) is the leading generational research, keynote speaking, and strategic advisory firm focused on Gen Z, Millennials, and solving cross-generational challenges. We've taken clients from last to first in employee retention and customer growth.

CGK's team of generational researchers, strategists, and keynote speakers helps leaders around the world. We solve tough generational challenges such as helping leaders adapt to recruit, retain, and train Gen Z employees as well as how to engage, market, and sell to each generation of customer.

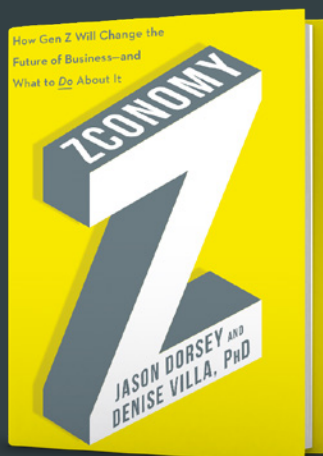
Each year, CGK works with more than 100 clients around the world. These clients range from car manufacturers and global hotel brands to retailers, restaurants, insurance companies, hospitals, and pioneering software firms.

CGK's team is frequently quoted in the media about the effect of generational differences on everything from employment trends and workplace technology to shopping, spending, and social media.

Learn more about The Center for Generational Kinetics and the study's authors at [GenHQ.com](https://www.genhq.com).



Denise Villa, PhD, CEO and Jason Dorsey, President, co-founders of The Center For Generational Kinetics



ZCONOMY:

How Gen Z Will Change the Future of Business
—and What to Do About It

The most complete guide to Gen Z. Zconomy reveals exactly what leaders and marketers can do to unlock the potential of this important generation. The book is a #1 New Release on Amazon and ideal for employers, marketers, influencers, and parents!

Order your copy on Amazon and email your receipt to Z@GenHQ.com to receive three free video bonuses!

FOUR WAYS WE HELP YOU SOLVE GENERATIONAL CHALLENGES

INTERACTIVE VIRTUAL KEYNOTES

Our professionally filmed, interactive virtual keynotes are packed with CGK's latest research and unexpected insights. From leadership meetings to global industry summits, we'll design an engaging program that aligns with your must-achieve outcomes. Each program is customized to your event, includes unique data, and is highly interactive. We've delivered virtual presentations to leaders in over 100 countries!

STRATEGIC ADVISORY WORK

We advise executive teams around the world on new ways to solve generational challenges to drive measurable results. Our strategic advisory work ranges from helping car manufacturers launch new vehicles to rethinking legacy CPG brands and informing investment strategies for private equity firms.

CUSTOM GENERATIONAL RESEARCH

We lead custom research that solves challenges for brands, leaders, and employers. Our team has worked in almost every industry and brings unparalleled research expertise and frontline experience, a rare combination.

Our findings are designed to drive immediate action. In addition to uncovering new and unexpected answers to your most important research questions, we can work with you to create reports, webinars, media tours and more to make you the research-based thought leader in your market.

HIGH-ENERGY WEBINARS

Our high-energy webinars are packed with "wow" insights and specific actions. We can deliver a webinar series to build excitement and momentum with customized branding and content perfect for your audience, including our brand new research specific to your goals. For executive groups, we can lead virtual roundtables or VIP research reveals.

CONTACT US TODAY

Let's set up an introductory phone call or video meeting to see how we can help. We look forward to hearing from you!

The Center for Generational Kinetics

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