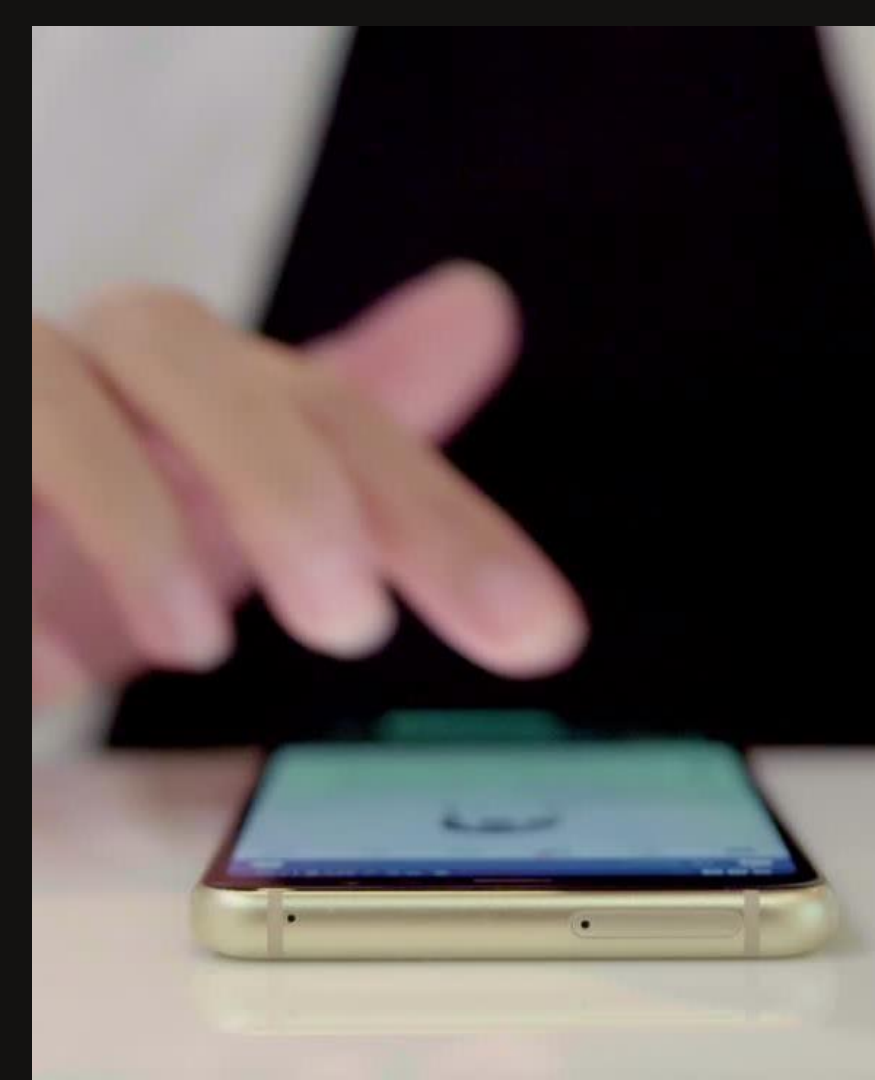




# MEET GEN Z





# EVENTS DEFINING GEN Z





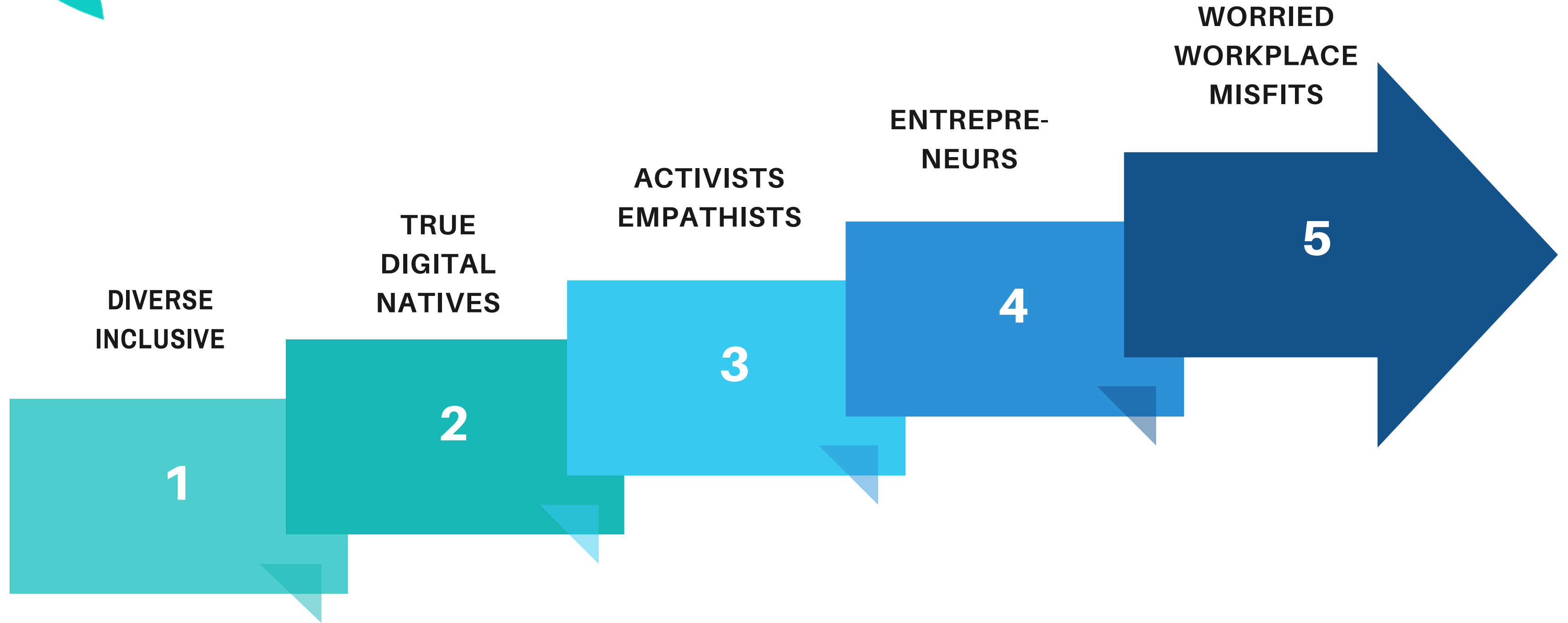
**SNOWFLAKES.**

**WHY THEY  
MATTER.**





# DEFINING OF GENZ





**MOST  
DIVERSE.  
UNIQUE.**



**BIG ON  
INCLUSION.**





# DIGITAL NATIVES



FASTER PROCESSING \*

MULTITASKING\*

EASILY DISTRACTED\*\*

\*STANFORD STUDY ON GEN Z COGNITIVE ABILITIES

\*\*MICROSOFT STUDY ON ATTENTION SPANS





# YOUNGEST ENTREPRENEURS EVER

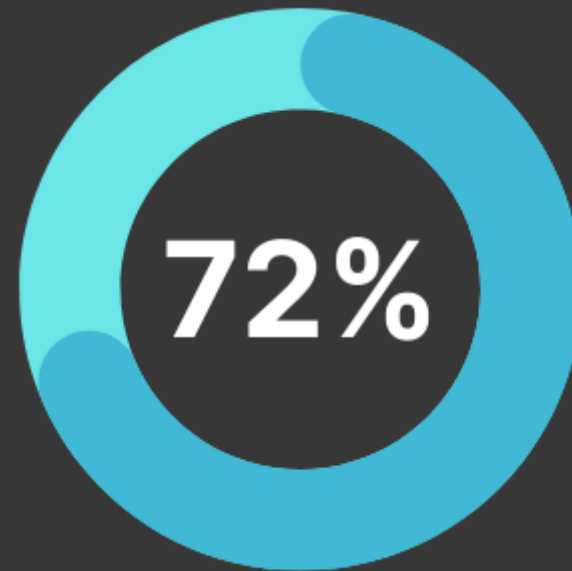


FANDA

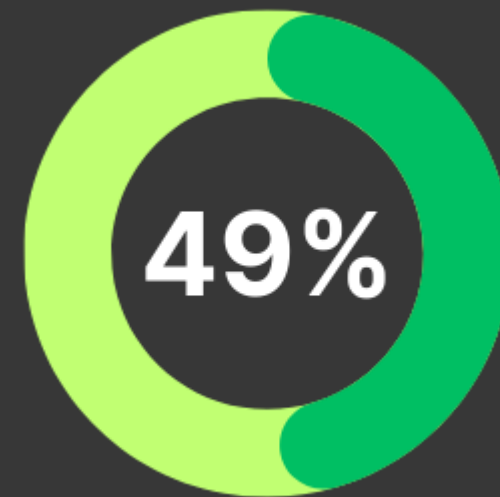


*M  
otylárna*

GEN Z



MILLENNIALS

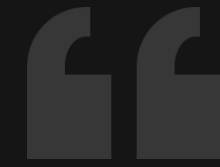


**MY OWN BUSINESS**

GEN FORWAD STUDY (2019)

LIBOR  
HOŘENÍ





**MALALA**

I AM THOSE 66  
MILLION GIRLS WHO  
ARE DEPRIVED OF  
EDUCATION.

**CHANGE GENERATION:  
NOBEL PRIZE  
WINNERS**



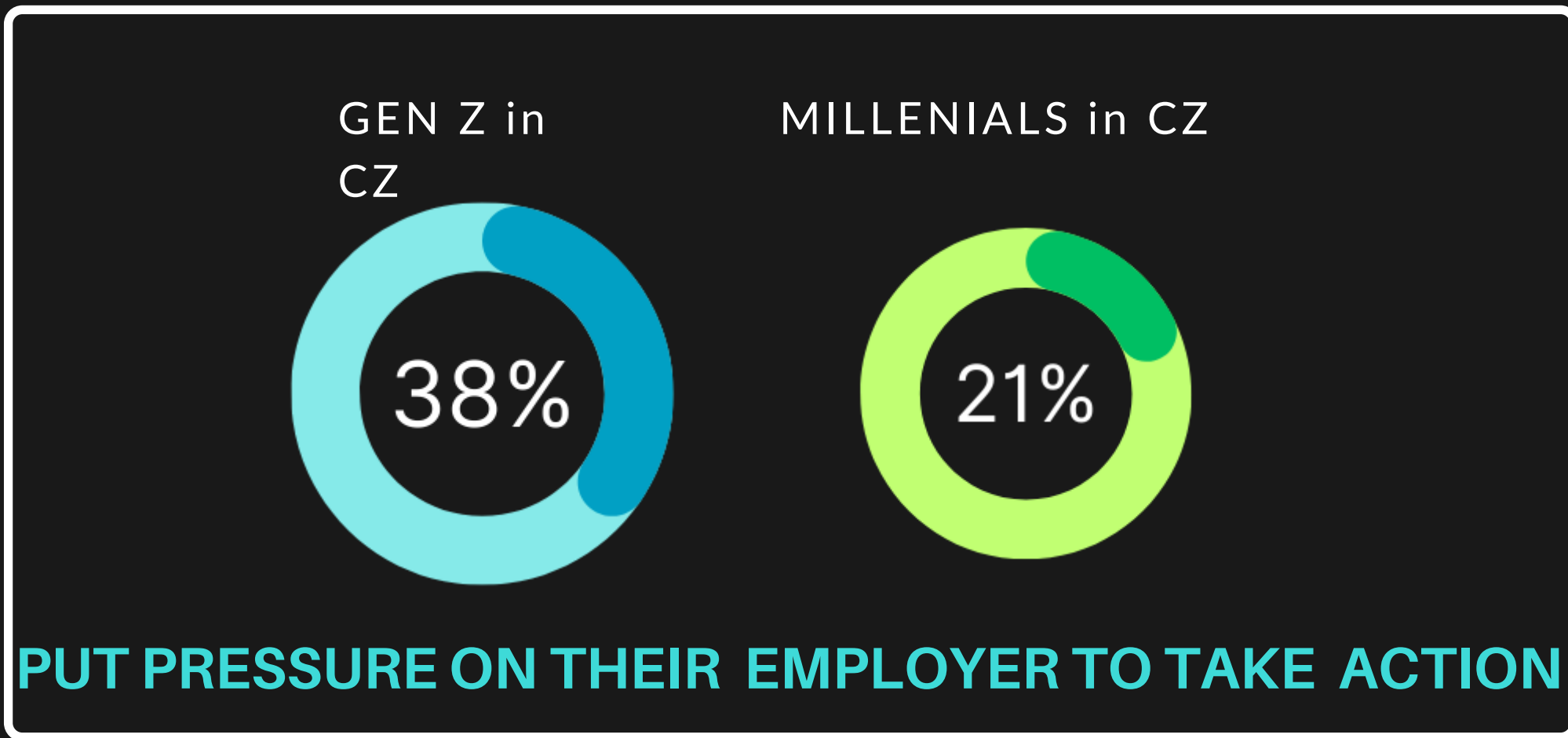
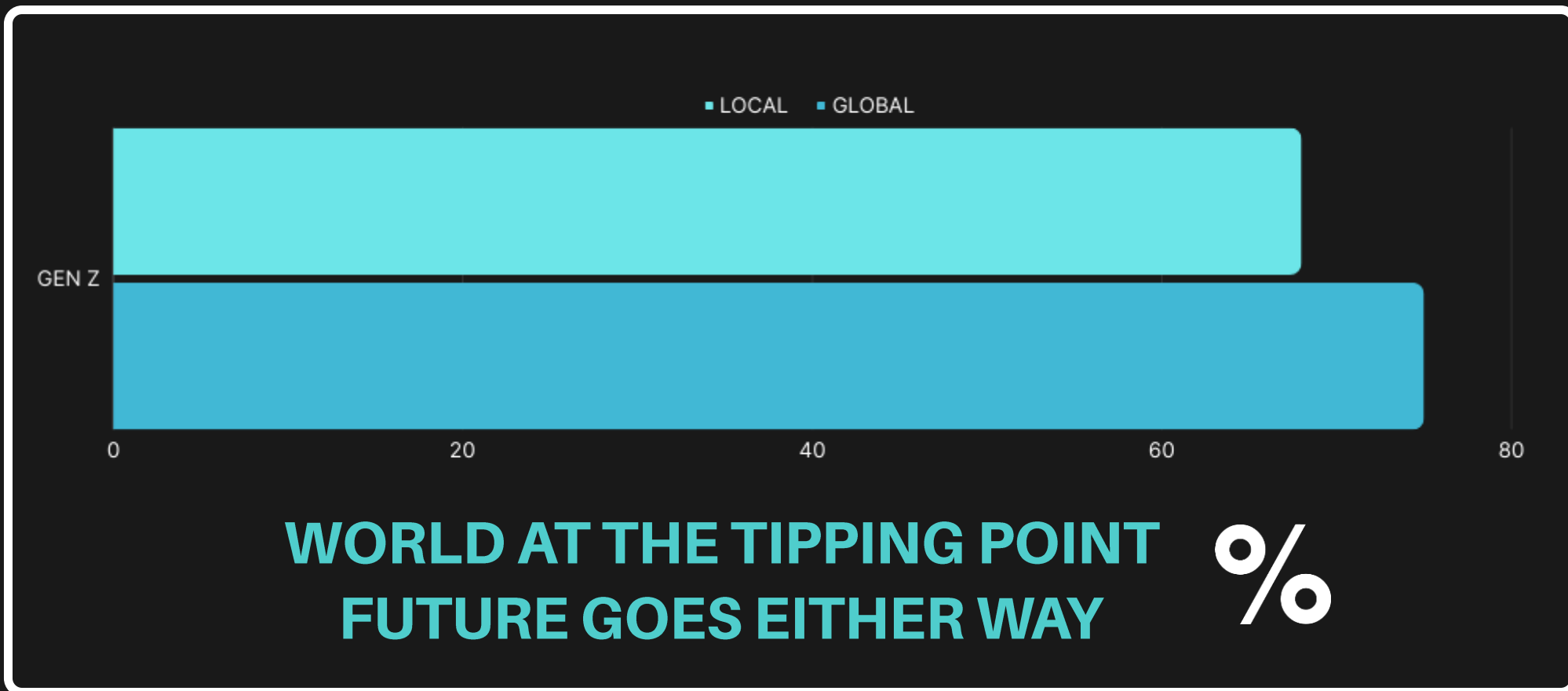


# SOCIAL ACTIVISTS





# CLIMATE ADVOCATES



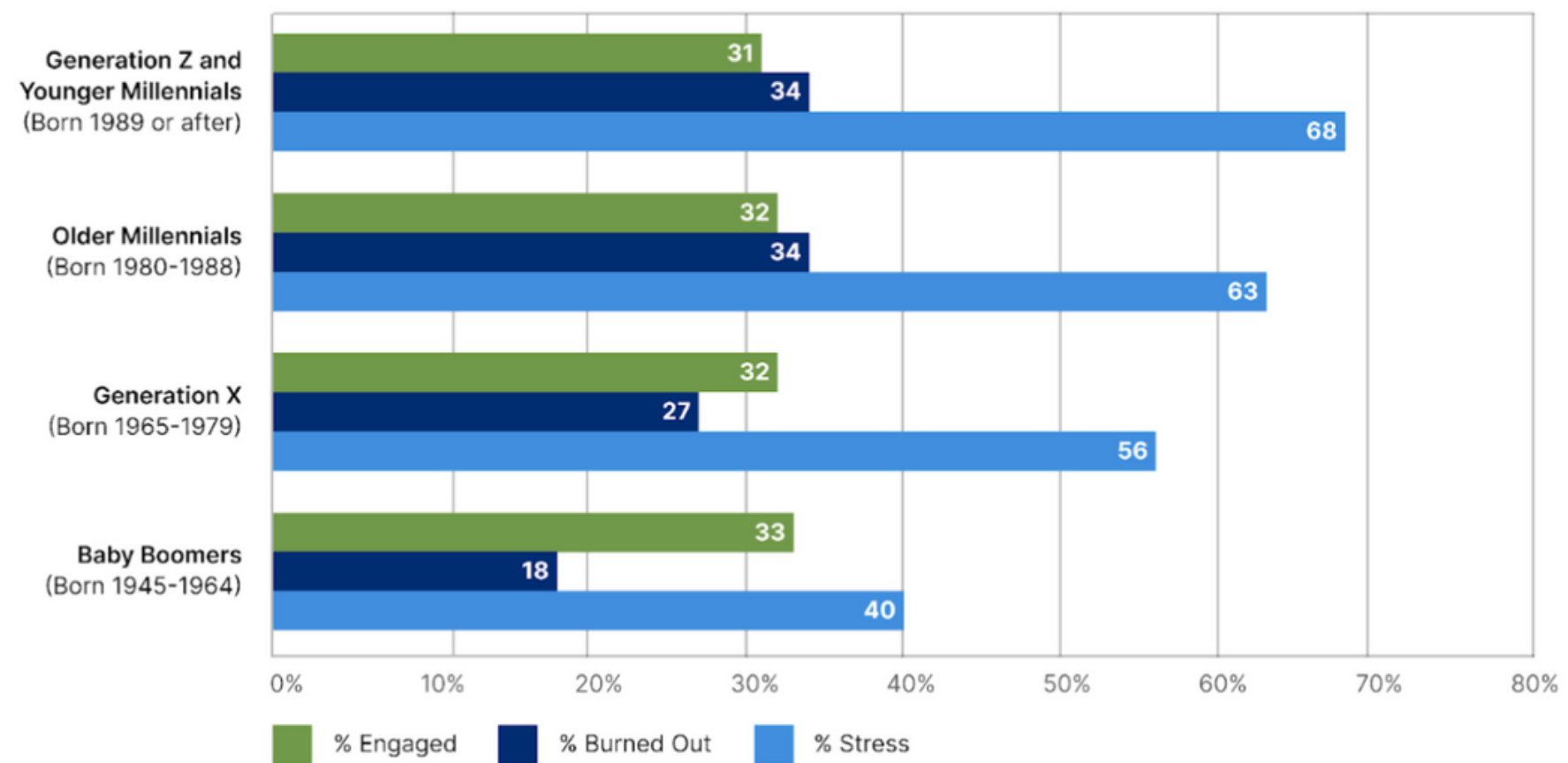
\*DELOITTE GEN Z VS MILLENNIAL GLOBAL STUDY, 2022



# WORST WORKPLACE?



## Engagement, Burnout, and Stress by Generation



Source:  
Gallup, 2022

HIRE HOPKINS



\*GALLUP 2022



# COMPANY PERSPECTIVE



**75% OF MANAGERS  
FIND GENZ  
MOST DIFFICULT  
TO WORK WITH**

\*RESUME BUILDER. LINKEDIN STUDY, 2023

PRODUCTIVITY

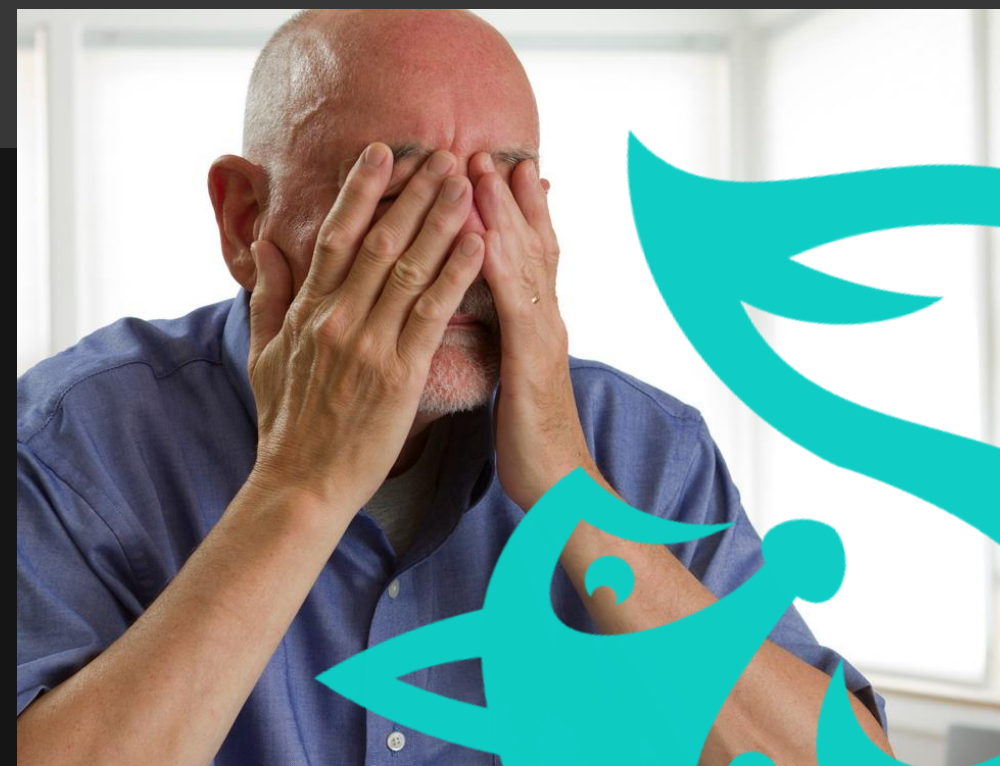
FOCUS

COM SKILL

EASY TO OFFEND



0 10 20 30 40

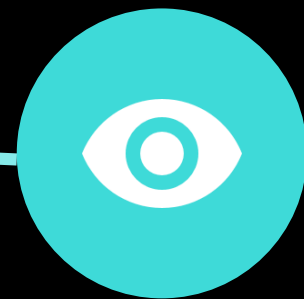




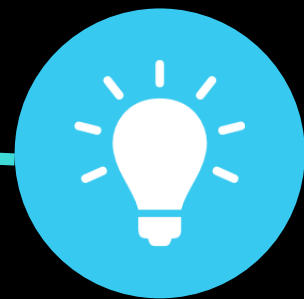
# GEN Z SUPERPOWERS



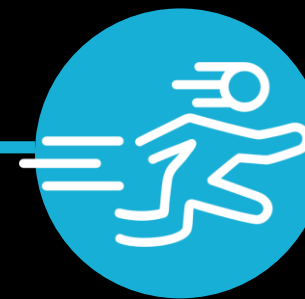
**OPEN  
UNCERTAINTY**



**CRITICAL  
THINKERS**



**CREATIVE  
PROBLEM  
SOLVERS**



**PATTERNS**



**DATA DRIVEN**



**COLLABORATION**





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