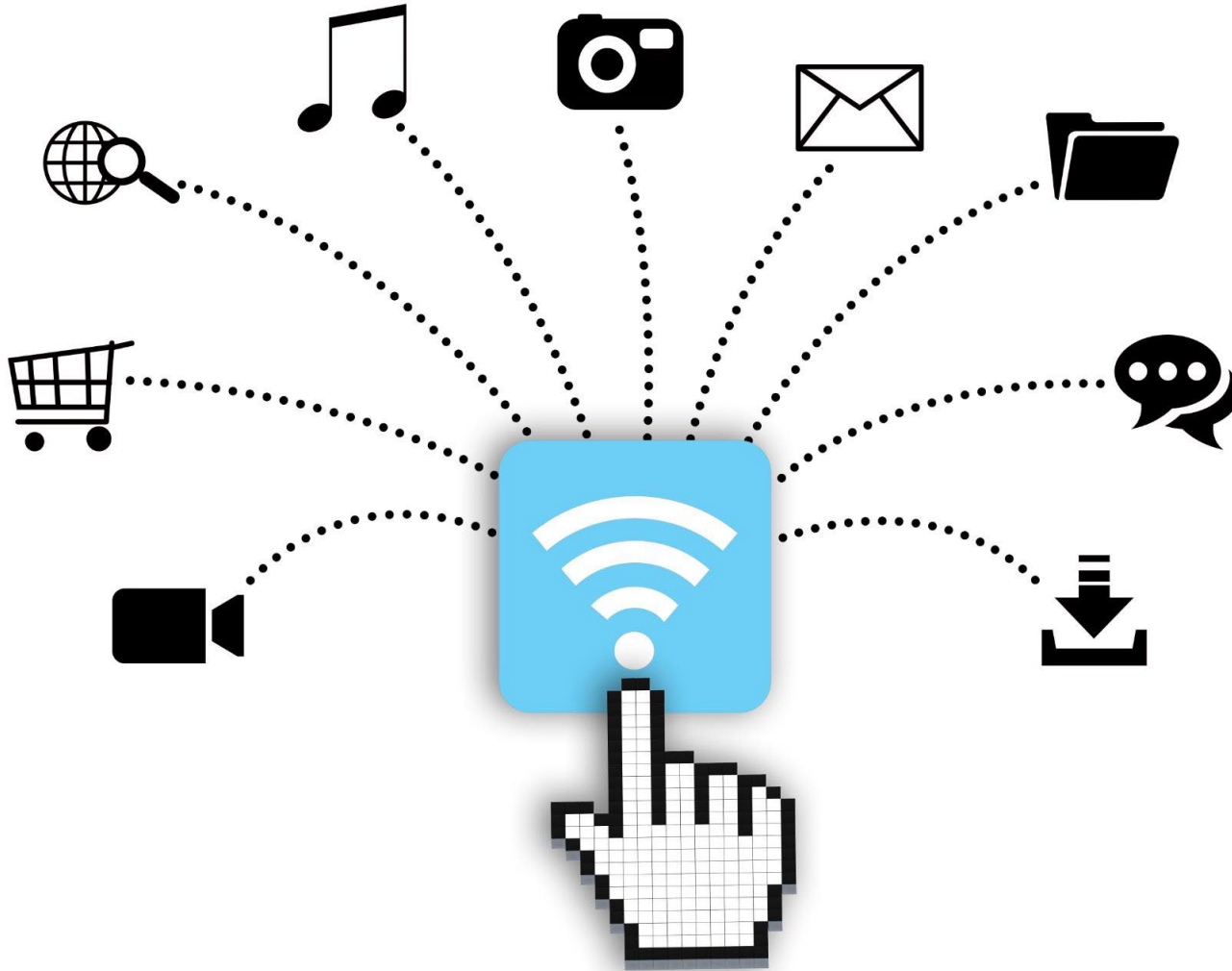


“Decoding Gen Z (and Z adjacent): How to Talk So the TikTok Crowd Actually Listens”

FROM “BRUH” TO THE GEN Z STARE, THEY’RE
BRILLIANT, MISUNDERSTOOD, AND YOUR FUTURE
BEST MEMBERS AND COMMUNITY LEADERS



What's on the Agenda Today!?

- Understanding Generation Z Characteristics
- Preferred Communication Channels and Platforms
- Content Style and Messaging Preferences
- Building Engagement and Trust



Defining Gen Z Demographics

Generation Z Birth Years

Generation Z comprises individuals born between the mid-1990s and early 2010s, marking a distinct cohort.

Digital Native Generation

Gen Z grew up fully immersed in digital technology, shaping their communication and worldview uniquely.



Core Values and Digital Upbringing

Gen Z Core Values

Gen Z highly values authenticity, diversity, and inclusivity shaped by their digital life experiences.

Impact of Digital Upbringing

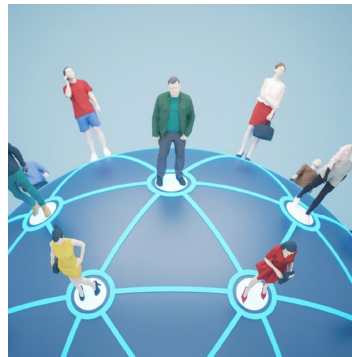
Digital upbringing influences Gen Z's preference for fast, transparent, and meaningful online interactions.

Social and Cultural Influences Shaping Gen Z



Impact of Social Movements

Social movements have shaped Gen Z's strong commitment to social justice and activism worldwide.



Global Connectivity

Global connectivity through digital platforms influences Gen Z's communication and cultural awareness.



Cultural Shifts in Identity

Cultural shifts have expanded Gen Z's perspectives on identity, diversity, and inclusion.



Supporting Causes and Social Responsibility

Social Consciousness of Gen Z

Gen Z actively cares about social and environmental issues, influencing their choices and behaviors.

Value of Brand Responsibility

Gen Z prefers brands that demonstrate genuine commitment to meaningful causes and ethical practices.



Use of Inclusive and Relatable Language

Building Connection

Inclusive language fosters stronger emotional connections by acknowledging diverse identities and experiences.

Enhancing Relevance

Using relatable language ensures messages resonate with Gen Z's values and cultural perspectives.

Valuing Diversity

Representation through inclusive language validates and respects diversity within Gen Z audiences.

Group Activity: Crafting Authentic Messages

- What sort of messages do we have for a Gen Z audience.
- Focus on using inclusive and relatable language.
- Let's Share out!



Decoding Generation Z: Connecting with the TikTok Generation



- Generation Z seeks authentic and relatable communication styles.
- Engagement comes from understanding where Gen Z spends time online.
- Brands, Businesses, Orgs and leaders must learn to motivate action effectively.
- Humor and genuine interaction resonate with younger audiences.

Myth Busting: Understanding Generation Z's Work and Attention Habits



- Gen Z does not default to fully remote work preferences.
- Attention spans are influenced by content filters, not broken.
- Regular manager check-ins are more effective than speeches.
- Hybrid work with purposeful in-person time is favored.

Where Gen Z Spends Their Time Online

- YouTube is the most widely used platform among US teens.
- TikTok, Instagram, and Snapchat have strong daily engagement.
- Nearly half of Gen Z is almost constantly online.
- Short, captioned videos have high impact for communication.

Work Location Reality: Gen Z and the Hybrid Workplace

- Under-24s lead office returns with about 3.1 days per week onsite.
- Gen Z prefers a purposeful hybrid model with anchor days.
- Intentional in-person time supports mentoring and collaboration.
- Making commutes worthwhile fosters productivity and engagement.

What Gen Z Truly Wants at Work

- Gen Z values growth opportunities and continuous learning.
- Mentorship and clarity in roles enhance their work experience.
- They prioritize well-being and job security.
- They seek tangible proof of company values through actions.



Crafting Messages for Easy Reading

- Use subject lines that highlight the outcome and time needed.
- Include three bullet points: decision, deadline, and owner.
- Add a clear call-to-action link or button.
- Consider an optional 60-second video explainer.



Effective Manager Cadence for Gen Z



- Hold weekly 15-minute one-on-ones focused on Clear, Stuck, Next.
- Recognize one specific positive behavior per meeting.
- Confirm one growth step to encourage development.

Building Trust Through Transparency



- Share one key performance indicator clearly.
- Present one money map to explain financial flows.
- Host open Q&A sessions, allowing anonymous questions.
- Post meeting replays for wider access.



Channel Norms: Streamline Communication

- Email is for formal decisions and record keeping.
- Chat is ideal for quick questions with brief messages.
- Documents serve as drafts and sources of truth.
- Use 60-second videos to provide context efficiently.

Hybrid Anchor Day Agenda Example

- Start with 30-minute mentor circles at 9:00 AM.
- Hold a 15-minute crew huddle to set priorities.
- Schedule a 90-minute collaboration block mid-morning.
- Include a 20-minute skill pop-up in the afternoon.
- End with a 15-minute wins roundup to celebrate progress.



Recruiting & Onboarding for Gen Z



- Job postings should clearly state career path, purpose, and pay range.
- First day includes assigning a buddy, checklist, and short videos.
- Implement a visible 30/60/90-day development plan.
- Focus on development, security, and meaningful work.

Internal Video Template: Engage Quickly

- Begin with a concise hook stating the outcome.
- Explain what changed and why in 20–30 seconds.
- Specify what is needed from whom and by when.
- Provide a link to detailed information.

Member and Customer Communications: Co-op Use Cases

- Use short videos and visual maps to explain outages effectively.
- Deploy rate change 'money map' graphics to clarify pricing.
- Create safety tip series using engaging reels and shorts.



Q&A Session: Your Gen Z Challenges

- Ask questions about engaging and managing Gen Z effectively.
- Share challenges faced in your organization.



Key Takeaways on Engaging Gen Z



- Gen Z values authenticity, inclusivity, and social responsibility in communication.
- Preferred platforms include TikTok, YouTube, Instagram, and Snapchat for impactful messaging.
- Hybrid work models with purposeful in-person days enhance collaboration and mentorship.
- Clear, concise messaging with visuals and short videos increases engagement.
- Consistent manager check-ins and transparent communication build trust and growth.



Hot Tips: How All Generations Mirror Gen Z

- All generations appreciate clear and concise communication styles.
- Digital tools and video content enhance engagement across age groups.
- Desire for social responsibility and ethical brand behavior is universal.
- Flexibility in work arrangements benefits employees of all ages.
- Frequent feedback and transparent leadership improve trust and morale.