**Generation Z**

Gen Z is the generation born since the end of the century, around and after 2000. The first of this generation is entering their adulthood in the year 2020, the date of this writing.

While still being observed, we can begin to recognize some ideas about this next generation that would be important to businesses and marketers. So this short note attempts to capture some of my observations and understandings about GenZ. The generation that has grown up with always having been connected electronically with an iPad and iPhone in heand.

Era of Uncertainty…this is a generation that has grown up with financial uncertainty having watched their parents come through the great recession; they are uncertain about their privacy, their environment; and the nature of work.

Era of the GIG … this generation has grown up in the era of short term work situations leading to people who are individualistic, self-reliant, determined to be a success; hard working; and a bit entrepreneurial. GenZ will move easily from job to job and from social situations in an experiential manner.

Era of the Crowd … the generation is crowd based and participates with the crowd from purpose motivated activities, crowd based work; socialistic leanings; group endeavors and family orientation. GenZ is informed and connected to the crowd.

Era of Purpose… the endangerment of the environment is a calling for many and the GenZ wants to have purpose and meaning in their lives. GenZ believes in authenticity, equality, and purpose.

These are my observations of GenZ in their stage of coming of age and coming into adulthood.

Let’s see where we go from here.

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