Do you want to get a lot of people in the workforce to roll their eyes? Talk about Millennials. Do you want to get a lot of Millennials to roll their eyes? Talk about their little brothers and sisters. I'm Jerry Roberts and today we talk about the generation that's on the way. That's right now, on The Extra Point.

It's called Generation Z, with members born starting in the late 1990s and the oldest now entering the workforce.

The first thing to know is that they are not like their older siblings, the Millennials. While Millennials or Gen Yers are optimistic, some say they have unattainable expectations. Gen Zers, by contrast, are downright realistic.

They grew up in the post-9/11 world, know the threat of terrorism, as well as tough economic times in which their Millennial siblings came back home to live, with a college degree, no job, and a mountain of debt. They don't want that.

They are more businesslike than Millennials and not only understand but embrace that it takes work to get ahead. They are curious, self-driven, and eager to harness new technologies that will propel them forward.

According to a survey conducted by market research firm Ipsos and Wikia, an Internet platform, Gen Zers are "plugged in" to their devices about 10 hours per day, yet some 63 percent "unplug" while at work or school, showing they understand the need to focus on the tasks at hand.

This is a big positive for prospective employers, many of whom have had major issues over phone use and productivity.

Gen Zers like peer reviews when making buying decisions. If you want to sell to them you'll be smart to meet them online. They want their brands to be as connected as they are. If they leave a post on one of your social media pages, they'll expect a fast response.

In addition they like brands that are involved in helping bring about change in the world. If you can figure a way to help the Gen Zers help to change the world, that checks off a lot of boxes for them and they'll not only want your product, they might be interested in working with you.

Companies that are involved in continuous training and development will be employers of choice among this group.

Gen Zers are independent thinkers and are used to making things happen. If trained and motivated, they can be highly energetic and productive team members. However, they've come to know instant gratification and waiting for results may be a challenge.

So we'll have to turn our managers into coaches and mentor this group in "old school" attitudes and solid business practices, and then allow them the creativity and flexibility to design their own paths with the new tech that comes along. If we do we might be surprised at what this group is capable of producing.

Generation Z may even get Millennials to reconsider some of their positions on work and the workplace. In any event they're on the way and I think they'll bring positive change.

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.

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