Generation Z: Are we ready for the next nursing work phase?

Gain Insight on:
A Generation Review & What the Future holds on Work Related Relationships
Tracy Blair MSN RN CPN
Generation Z: Are we ready for the next nursing work phase?

• Learners must sign the attendance roster and fill out and turn in evaluations to successfully complete this program.

• There are no relevant financial relationships related to this presentation/program.

• There is no sponsorship/commercial support of this presentation/program.

• The content being presented will be fair, well-balanced and evidence-based.
Objectives

• The learner will be able to identify and gain better understanding of the different generational groups and their characteristics.
• The learner will understand the implications of the future generation Z in the nursing workplace.
• The learner will learn how to leverage the benefits of generation gaps at work; provided tips and suggestions for overcoming generational differences.
Generations

- The Matures: Born 1945 and earlier
- Baby Boomers: Born 1946 - 1964
- Generation X: Born 1965-1976
- Generation Z: Born 1996 and later
Definition

Generation is all the people born and living at about the same time, regarding collectively.

A generation gap or generational gap, is a difference of opinions between one generation and another regarding beliefs, politics, or values.

Generations and gaps can and do affect the work place environment.
Generations

GI (1901-1921)
Traditionalist (1922-1942)
Baby Boomers (1943-1964)
Generation X (1965-1980)
Millennials (1981-2000)
Generation Z (2001-present)
What makes one generation different from another?

Shared Life Experiences

http://TheFunnyPlace.net
GENERATIONS
PAST, PRESENT, AND FUTURE
Total US Population by Age and Generation as of December 2015

- **Gen Z**: 73.61M
- **Millennials**: 79.41M
- **Gen X**: 65.72M
- **Baby Boomers**: 75.52M
- **Silent Generation**: 28.32M
- **Greatest Generation**: 3.79M

<table>
<thead>
<tr>
<th>Born in</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1</td>
</tr>
<tr>
<td>1999</td>
<td>16</td>
</tr>
<tr>
<td>1981</td>
<td>34</td>
</tr>
<tr>
<td>1965</td>
<td>50</td>
</tr>
<tr>
<td>1946</td>
<td>69</td>
</tr>
<tr>
<td>1928</td>
<td>87</td>
</tr>
<tr>
<td>1915</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
Millennials became the largest generation in the labor force in 2016

*U.S. labor force, in millions*


PEW RESEARCH CENTER
Generations at CHW

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalist (&gt;1955)</td>
<td>3%</td>
</tr>
<tr>
<td>Baby Boomers (1955-1965)</td>
<td>19%</td>
</tr>
<tr>
<td>Gen X (1966-1981)</td>
<td>34%</td>
</tr>
<tr>
<td>Millennials (1982-1994)</td>
<td>38%</td>
</tr>
<tr>
<td>Gen Z (1995-2010)</td>
<td>6%</td>
</tr>
</tbody>
</table>
Five Generations Working Side by Side in 2020

**TRADITIONALISTS**
- Born 1900-1945
- Great Depression
- World War II
- Disciplined
- Workplace Loyalty
- Move to the 'Burbs'
- Vaccines

**BOOMERS**
- Born 1946-1964
- Vietnam, Moon Landing
- Civil/Women's Rights
- Experimental
- Innovators
- Hard Working
- Personal Computer

**GEN X**
- Born 1965-1976
- Fall of Berlin Wall
- Gulf War
- Independent
- Free Agents
- Internet, MTV, AIDS
- Mobile Phone

**MILLENNIAL**
- Born 1977-1997
- 9/11 Attacks
- Community Service
- Immediacy
- Confident, Diversity
- Social Everything
- Google, Facebook

**GEN 2020**
- After 1997
- Age 15 and Younger
- Optimistic
- High Expectations
- Apps
- Social Games
- Tablet Devices
Gen Z Basics

- Generalizations
- Born in the mid-90’s to 2012
- Parents are Gen Xers
- Last U.S. generation to have a Caucasian majority
- Young children during 9/11, school shootings
Commonalities
of Generation Z
Growing up in a post 9/11 world during a recession

1 in 4
American children are living in poverty

73%
of Americans were personally affected by the Great Recession

Gen Z were developing their personalities and life skills in a socio-economic environment marked by chaos, uncertainty, volatility and complexity. Blockbusters like The Hunger Games and Divergent depict teens being slaughtered. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.

Source: Rutgers 2013, Annie E. Casey Foundation 2013
Generation Z
BORN 1996 AND LATER
AKA
"Philanthrokids"

BY 2020
THEY’LL MAKE UP 40% OF ALL CUSTOMERS
26% OF THOSE AGED 16-19 VOLUNTEER

60% WANT THEIR WORK TO MAKE A DIFFERENCE
76% ARE WORRIED ABOUT THE PLANET

30% HAVE ALREADY DONATED TO AN ORGANIZATION
JUST OVER 1 IN 10 WANT TO START A CHARITY
PREDICTED TO PREFER MOBILE APPS FOR GIVING
“TEENS PUT TECHNOLOGY IN THE SAME CATEGORY AS AIR AND WATER. THEY CANNOT IMAGINE LIVING WITHOUT BEING CONNECTED ALL THE TIME.”

DR. TIM ELMORE
“SIX DEFINING CHARACTERISTICS OF GENERATION Z”
(SEPTMBEHR 3, 2015)
MILLENNIALS VS. GENERATION Z
DON’T MISTAKE THEM FOR MILLENIALS

**GENERATION Z**
- 5 screens
- Communicate with images
- Create things
- Future-Focused
- Realists
- Want to work for success

**MILLENIALS**
- 2 screens
- Communicate with text
- Share things
- Focused on the Present
- Optimists
- Want to be discovered

VS
FO·MO
Fear of Missing Out
They base health decisions on advice from their parents and Google

We asked: When it comes to health and nutrition, where do you get your information?

<table>
<thead>
<tr>
<th>Source</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family and friends</td>
<td>66%</td>
<td>47%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Google searches</td>
<td>50%</td>
<td>58%</td>
<td>50%</td>
<td>33%</td>
</tr>
<tr>
<td>Doctor, nurse, pharmacist</td>
<td>44%</td>
<td>46%</td>
<td>51%</td>
<td>71%</td>
</tr>
<tr>
<td>Websites, blogs</td>
<td>32%</td>
<td>44%</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td>News on TV (online or offline)</td>
<td>25%</td>
<td>31%</td>
<td>29%</td>
<td>37%</td>
</tr>
<tr>
<td>From social media—Facebook</td>
<td>21%</td>
<td>29%</td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Reports from newspapers, magazines</td>
<td>17%</td>
<td>27%</td>
<td>28%</td>
<td>40%</td>
</tr>
<tr>
<td>Health and nutrition apps</td>
<td>16%</td>
<td>25%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Nutritionist, registered dietitian</td>
<td>12%</td>
<td>19%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>From social media—Instagram</td>
<td>10%</td>
<td>13%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>In-store staff</td>
<td>8%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>From social media—Snapchat</td>
<td>6%</td>
<td>10%</td>
<td>3%</td>
<td>-%</td>
</tr>
<tr>
<td>Naturopath, homeopath</td>
<td>4%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>
They’ll take a high salary over work-life balance

We asked: When it comes to your ideal job, what matters to you most?

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>65%</td>
<td>64%</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>38%</td>
<td>47%</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>Making a difference</td>
<td>32%</td>
<td>26%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Job security</td>
<td>27%</td>
<td>37%</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>Having an impact</td>
<td>23%</td>
<td>17%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Medical benefits</td>
<td>19%</td>
<td>25%</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>Clear career path</td>
<td>16%</td>
<td>9%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Vacation days</td>
<td>15%</td>
<td>17%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Travel opportunities</td>
<td>11%</td>
<td>9%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Work culture</td>
<td>10%</td>
<td>17%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Pension, retirement plan</td>
<td>8%</td>
<td>13%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Promotion track</td>
<td>8%</td>
<td>8%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Entrepreneurial environment</td>
<td>6%</td>
<td>9%</td>
<td>9%</td>
<td>3%</td>
</tr>
</tbody>
</table>
What This Means In Our Workplace

• When groups have the same values and attitudes, communication and other dynamics typically go smoother.
• When there are multiple groups and each group brings their own style, values, and attitudes, this could create tension and other issues if not paying attention.
• Generation gaps at work means more work is needed to cultivate an environment that respects each generation’s perspective and way of life.
• This also means the manager has to be observant and knowledgeable of the various traits associated with each generation.

http://www.vajaycee.org/training-resources.html
Effects on the Workplace

"Well, yes, we could read your blog.... or you could just tell us about your school day."
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Formative experiences</strong></td>
<td>Cold War, Post-War boom, “Swinging Sixties”, Apollo Moon landings, Youth culture, Woodstock, Family-orientated, Rise of the teenager</td>
<td>End of Cold War, Fall of Berlin Wall, Reagan / Gorbachev, Thatcherism, Live Aid, Introduction of first PC, Early mobile technology, Latch-key kids; rising levels of divorce</td>
<td>9/11 terrorist attacks, PlayStation, Social media, Invasion of Iraq, Reality TV, Google Earth, Clastonbury</td>
<td>Economic downturn, Global warming, Global focus, Mobile devices, Energy crisis, Arab Spring, Produce own media, Cloud computing, Wiki-leaks</td>
</tr>
<tr>
<td><strong>Aspiration</strong></td>
<td>Job security</td>
<td>Work-life balance</td>
<td>Freedom and flexibility</td>
<td>Security and stability</td>
</tr>
<tr>
<td><strong>Attitude toward technology</strong></td>
<td>Early information technology (IT) adaptors</td>
<td>Digital Immigrants</td>
<td>Digital Natives</td>
<td>“Technoholics” - entirely dependent on IT; limited grasp of alternatives</td>
</tr>
<tr>
<td><strong>Attitude toward career</strong></td>
<td>Organisational - careers are defined by employers</td>
<td>Early “portfolio” careers - loyal to profession, not necessarily to employer</td>
<td>Digital entrepreneurs - work “with” organisation not “for”</td>
<td>Career multitaskers - will move seamlessly between organisation and “pop-up” businesses</td>
</tr>
<tr>
<td><strong>Signature product</strong></td>
<td>Television</td>
<td>Personal Computer</td>
<td>Tablet / Smartphone</td>
<td>Google glass, graphene, nano-computing, 3-D printing, driverless cars</td>
</tr>
<tr>
<td><strong>Communication media</strong></td>
<td>Telephone</td>
<td>E-mail and text message</td>
<td>Text or social media</td>
<td>Hand-held (or integrated into clothing) communication devices</td>
</tr>
<tr>
<td><strong>Communication preference</strong></td>
<td>Face-to-face ideally, but telephone or e-mail if required</td>
<td>Text messaging or e-mail</td>
<td>Online and mobile (text messaging)</td>
<td>Facetime</td>
</tr>
<tr>
<td><strong>Preference when making financial decisions</strong></td>
<td>Face-to-face ideally, but increasingly will go online</td>
<td>Online - would prefer face-to-face if time permitting</td>
<td>Face-to-face</td>
<td>Solutions will be digitally crowd-sourced</td>
</tr>
</tbody>
</table>
Working Together
Adept Researchers:

Gen Z knows how to self-educate and find information.

- 30% watch lessons online.
- 20% read textbooks on tablets.
- 30% work with classmates online.
- 50% use YouTube/Social Media for research assignments.
How should we connect with Generation Z?

Communicate
Communication with Generation Z should be visual and aimed towards diverse audiences.

Short
Keep communication/content short. Think “stackable content”.

Feed Curiosity
Empower Generation Z by providing them control over choices of preference and settings.

Connect
Connect Generation Z to technology of various types.

Inspire
Generation Z needs to be inspired; reacting best when given social causes to rally behind.

Educate
Generation Z wants to build their expertise.
How to use YouTube in teaching and learning at the university?
Greatness in Gaps

About a Nurse

“I must be getting old, because all these new nurses look like babies to me.”
Top Ten things to know about Gen Z

1. Ronald Reagan is as far in the past for them as Dwight Eisenhower was for their parents.
2. Email is an ancient and useless technology.
3. Columbine is merely a flower.
4. Amazon is an online retailer, not a river in South America.
5. The band Nirvana is classical rock.
6. Stephen Curry is a better basketball player than Michael Jordan ever was.
7. YouTubers are the new stars.
8. Eminem and LL Cool J could show up at a parents’ weekend.
9. “Press pound” on the phone is now translated as “hit hashtag.”
10. With GPS, they have never needed directions to get someplace.
Questions for a Gen Z


Generations of Nurses Working Together, The Nurse Keith Show, EPS 69; August 12, 2016


References


References Cont.