

Understanding

Gen Z

**Building Accountability in Your
Gen Z Team**



Kirsten Barnes, Consultant & Trainer

Today's Agenda

1



State of
Aquatics Jobs
Today

2



Understanding
Generations

3



Core
Characteristics
of Gen Z

4



Managing a
Gen Z Team



State of Aquatics Job Today

Let's Be Real



Understanding the Generations

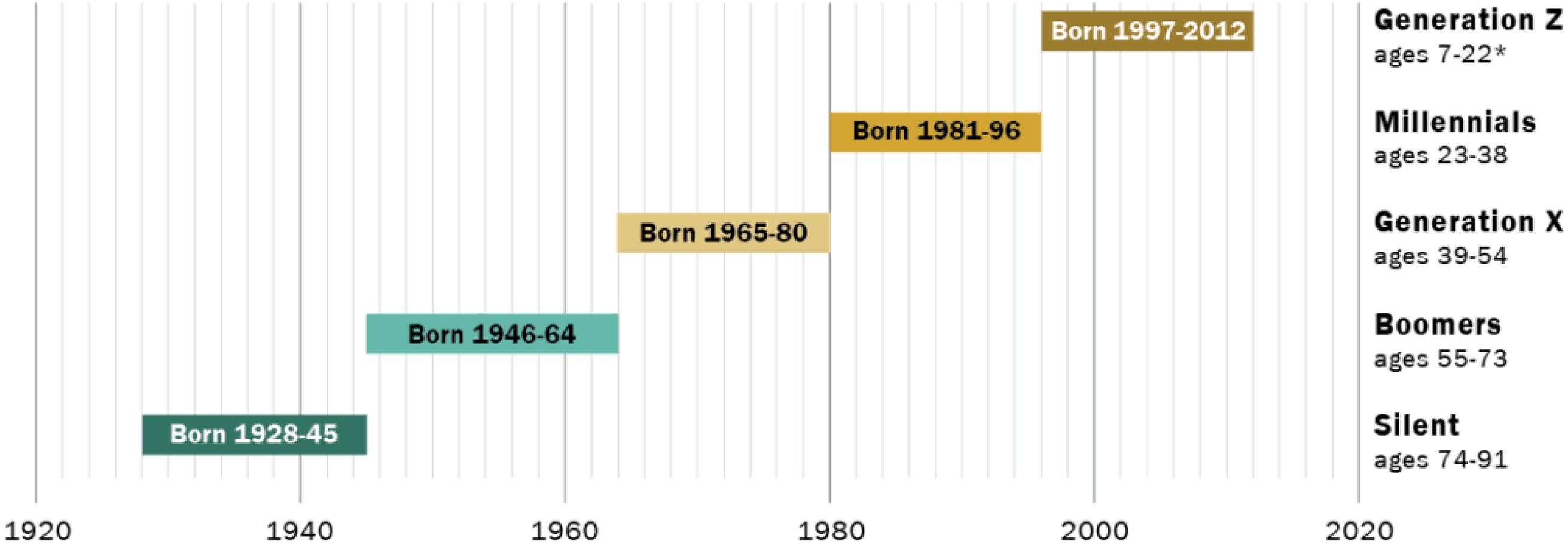
A Brief Overview



Generational Birth Order

The generations defined

GENERATION AGE
IN 2019



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

What Do They Share?

- Everyone shares life stages
 - School
 - Marriage
 - Work
 - Children
 - Retirement



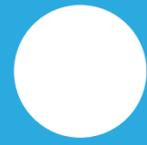
Generational Characteristics



TRADITIONALISTS



BABY BOOMERS



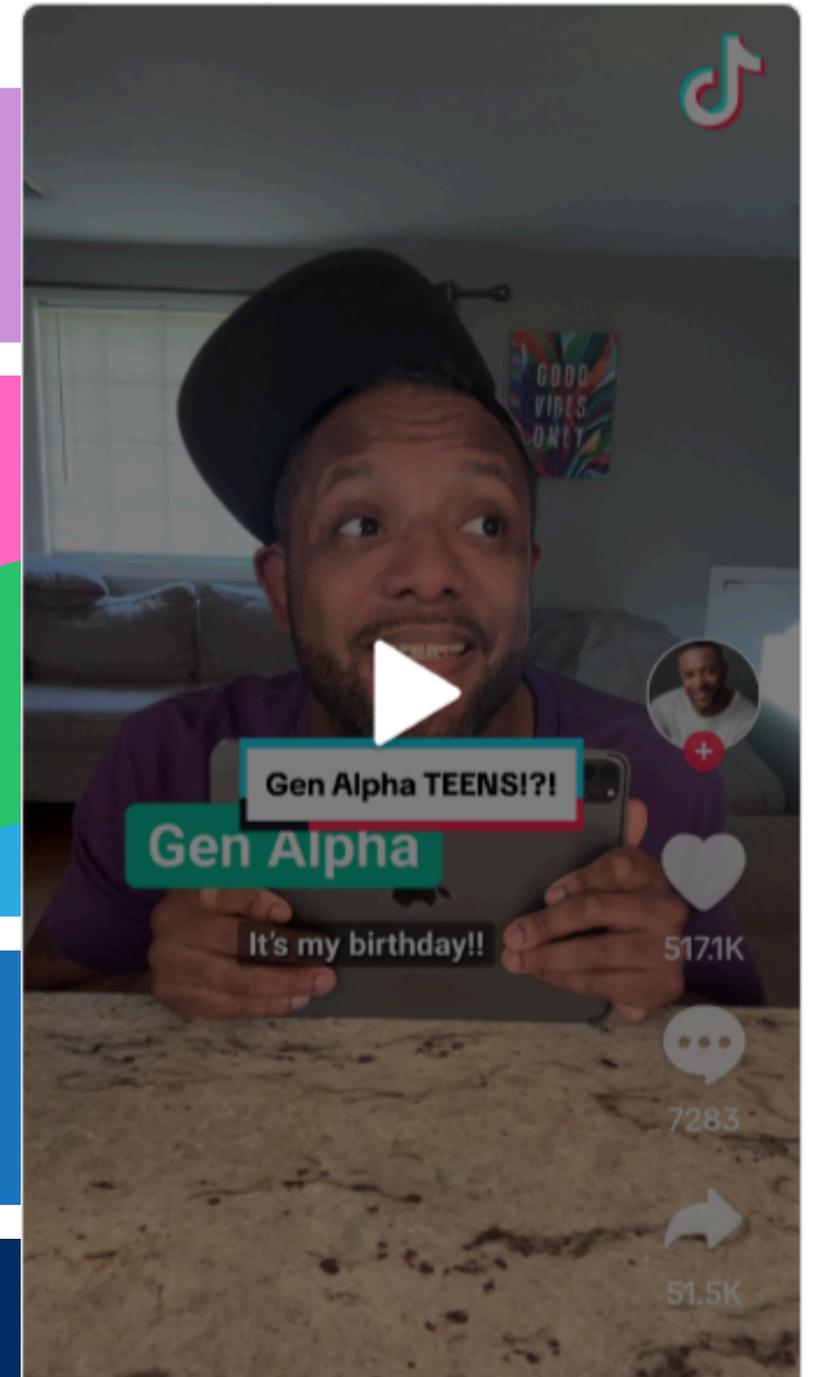
GEN X



GEN ALPHA



GEN Z



ideos on TikTok

Watch now

@bmotheprince

Gen Alpha TEENAGERS!?! #comedy

original sound - Brian Moller | B Mo the Prince

What are Your Experiences?

In general, what are your thoughts about Gen Z?

As a manager, what are your struggles with Gen Z?

Your Experiences & Their World View

Your Generational Views

+ Gen Z Characteristics

= All of those opinions!



Here's the thing. . .



Here's the thing. . .



Here's the thing. . .



Here's the thing. . .



Friction Points at Work

- Communication
- Decision Making
- Dress Code
- Feedback
- Fun at Work
- Knowledge Transfer
- Loyalty
- Meetings
- Policies
- Respect
- Training
- Work Ethic

Friction Points at Work

Instead of focusing on **WHAT** the
fric(tion) is going on...
focus on **WHY** to help your team
stick together!

*But don't let the WHY negate doing
right in the workplace!*



Core Characteristics of Gen Z



Roberta Katz, CASBS

- In short
 - Highly collaborative
 - Cares deeply about others
 - Values flexibility, relevance, authenticity & non-hierarchical leadership



Grew up in an interconnected world

1

Used to the things operating quickly and truly access to the entire world

2

Makes them self-reliant & collaborative

3

Adept with digital tools

4

Appreciate diversity

5

Finding unique identity is important

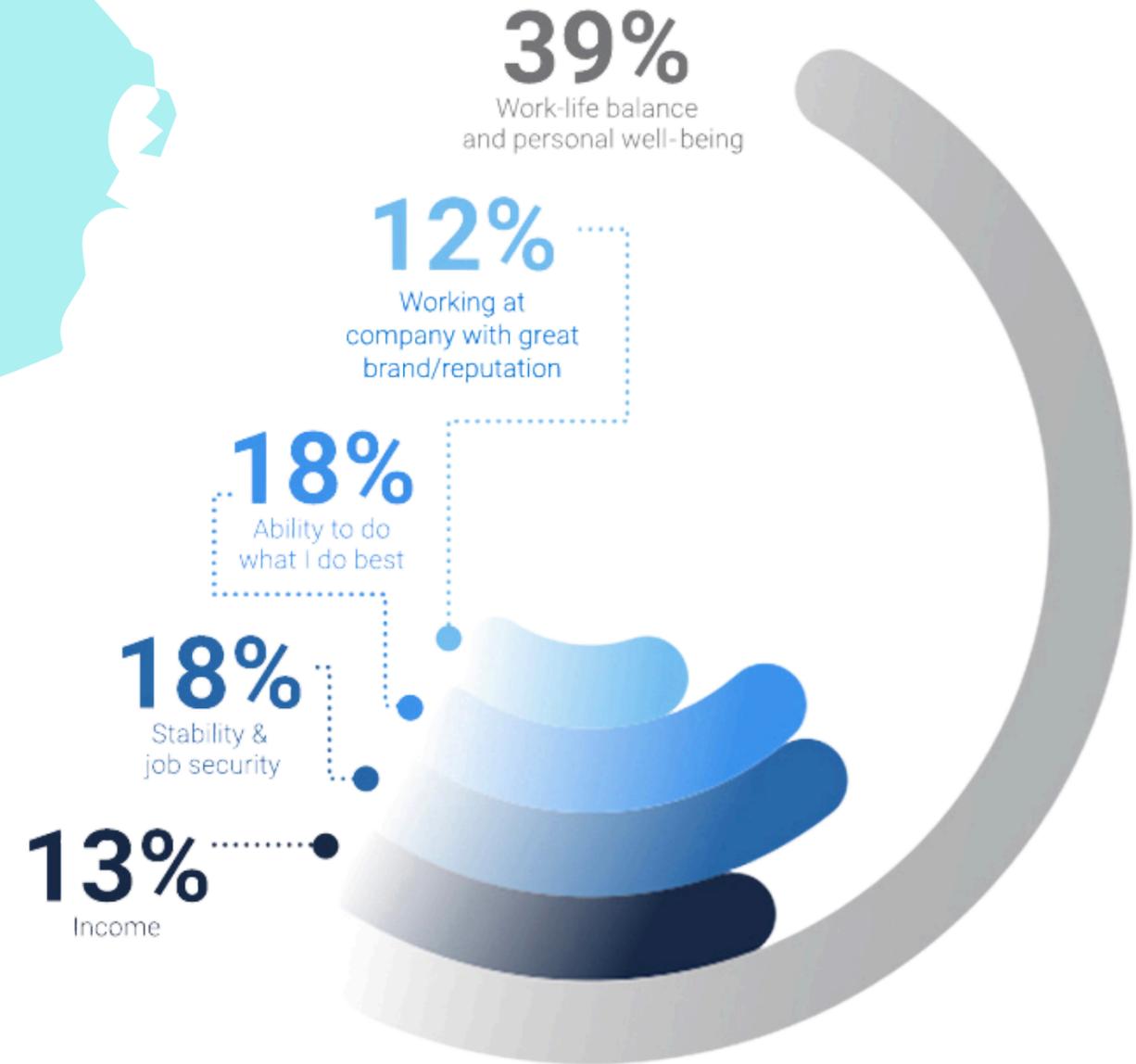
Roberta Katz, CASBS

“What type of communication do you like best?”



What should we know?

- Salary is important, but they value it less than every other generation
- Building a sense of community is more important than ever



Understanding How Gen Z Wants to Be Managed



What Gen Z Wants

- What they want from managers
- What they want from work
- Why they keep driving us crazy



Tips from Your Peers



Brainstorming



Brainstorming

- Setting effective expectations
- Giving effective feedback
- Coaching Gen Z to effectively their feedback
- Managing Gen Z parents
- Effective Gen Z rewards & recognition

Final Thoughts



Working Through It

- Acknowledge generational differences
- Appreciate the difference (focus on “why” not “what”)
- **Flex** – agree on how to accommodate different approaches
- **Leverage** – maximize the strengths of each generation
- **Resolve** – determine which option will yield the best results if flexing isn’t an option

THANKS!

Kirsten Barnes, Trainer & Consultant

kbarnes@fivestarrecreation.com

