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WELCOME TO

GEN Z DECODED

Lead the Next Generation with Confidence



Today's “Experts”



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Gen Z at a glance...



- Born 1997-2012
- Digitally native, not digitally expert
- Value authenticity over authority
- Shaped by COVID, climate anxiety, social media
- Apathetic? Or OVERWHELMED?



Building Trust

- Follow through. Every. Time.
- Acknowledge frustrating systemic realities
- Celebrate small wins
- Don't treat Gen Z traits as problems to be fixed



Communication Strategies

- Meet them where they are
- Be direct and brief
- Use visuals and video for instructions
- Give expectation of response times



Advising and Supporting



- Start with curiosity rather than a script
- With nearly 40% First-Gen, teach the “Hidden Curriculum”
- Validate before problem-solving
- Offer concrete next steps



Programming & Engagement

- Convenience is everything
- Small and targeted vs. large and generic
- Student input increases buy-in
- Food still works



The Bottom Line



What Gen Z students expect from us is **clarity** and **authenticity**. They have significant trust issues, so your **follow-through** and **transparency** are important.

When they need support, they are reluctant to admit it. To get through that wall of “it’s fine,” we have to make it genuinely **easy** and **safe** for them to ask for and receive help, even if that means we need to change our styles or expectations.

Thank You For Being Here!

Questions? Thoughts? Experiences?

