

Day 1

The **Tik Tok** Generation

Understanding & Engaging Gen Z in the Workplace

Jasmine N. Prince, M.Ed.

cbmi
COLLEGE BUSINESS MANAGEMENT INSTITUTE



Welcome + Warm Up

Slido Word cloud

Why this topic,
why now



Committed to the 30%

Session Goals & Roadmap

👁️ See Gen Z clearly

📐 Measure your
readiness

🌉 Bridge the gap

👂 Hear directly from
Gen Z

💡 Design a 90 day
culture shift

Who is Gen Z?

Understanding the generation



Identity

- Born 1997-2012
- Most racially & ethnically diverse generation
- See identity as fluid

Who is Gen Z?

Understanding the generation



Identity

- Born 1997-2012
- Most racially & ethnically diverse generation
- See identity as fluid

Values

- Authenticity over polish
- Impact first
- Security & flexibility

Who is Gen Z?

Understanding the generation



Identity

- Born 1997-2012
- Most racially & ethnically diverse generation
- See identity as fluid

Values

- Authenticity over polish
- Impact first
- Security & flexibility

Communication

- Visual & short form
- Conversational tone
- continuous feedback loop

Who is Gen Z?

Understanding the generation



Identity

- Born 1997-2012
- Most racially & ethnically diverse generation
- See identity as fluid

Values

- Authenticity over polish
- Impact first
- Security & flexibility

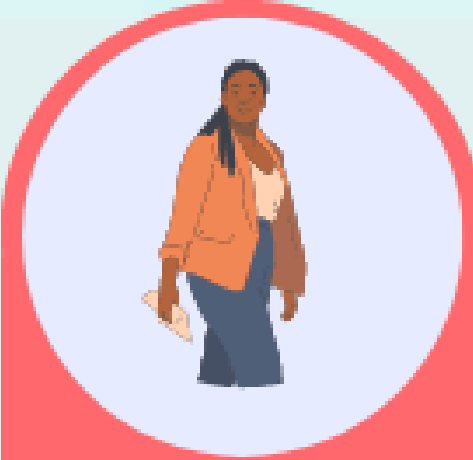
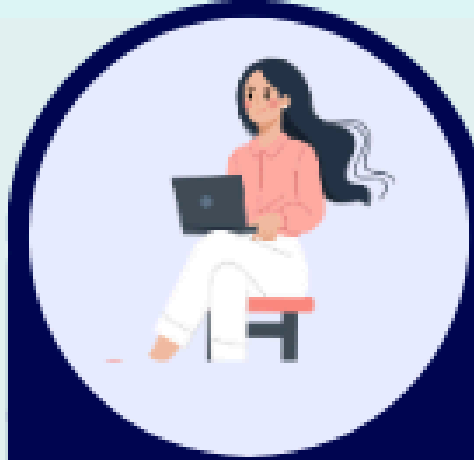
Communication

- Visual & short form
- Conversational tone
- continuous feedback loop

Shaped By

- Tech saturation
- 2008 recession & COVID job freezes
- Social Change & Global Crises

Generational differences in the workplace

						
		Tradionalists	Baby Boomers	Generation X	Millennials	Generation Z
 Born		1928–1945	1946–1964	1965–1980	1981–1996	1997–2012
 Age		79–99	60–78	44–59	28–43	12–27

Generational Timelines

Get into small groups of 3–5 with people you didn't come with or don't know well

Share some “defining moments” from your teens or early adulthood.

Generational Timelines

Get into small groups of 3–5 with people you didn't come with or don't know well

Share some “defining moments” from your teens or early adulthood.

As a group, write down 5–7 defining moments across your stories—on a shared timeline.

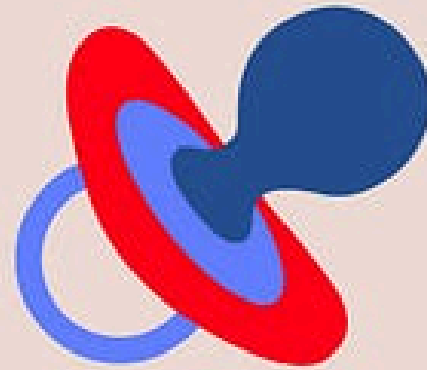
Then, compare with what you know or have heard about Gen Z's formative experiences.

5 GENERATIONS IN THE WORKPLACE



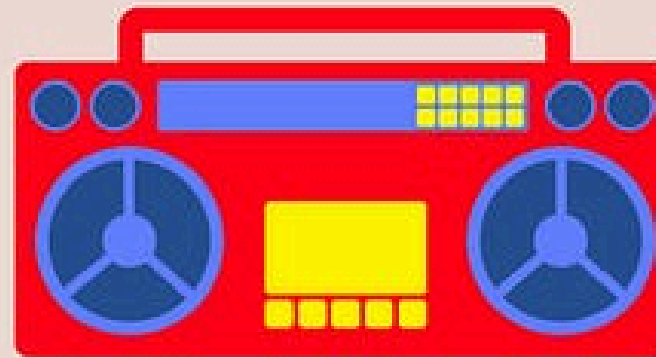
Traditionalists (1922 – 1945)

While a tiny portion of the workforce, Traditionalists are still part of it. They are far more loyal to the organisations they work for and tend to be disengaged from emerging technology.



Baby Boomers (1946 – 1964)

Early adopters of IT systems, Baby Boomers are happy to connect face-to-face or over the phone and email. They place a larger focus on stability and tend to have more traditional values.



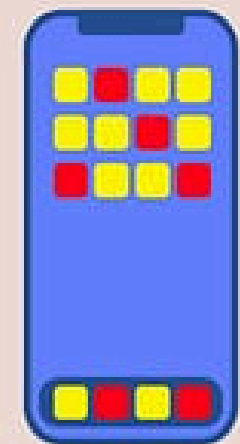
Generation X (1965 – 1980)

While not 100% comfortable with emerging technology, Generation X view change as a vehicle for opportunity. They are also more likely to be loyal to a profession rather than an employer.



Millennials (1981 – 1995)

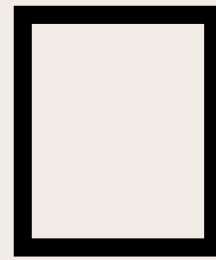
Digital natives, Millennials are more comfortable using the tech they saw the birth of. Improving work/life balance is their priority so they pursue employers that offer flexible working hours.



Generation Z (1996 – 2012)

Growing up never knowing a world without the internet puts Gen Z in an interesting position. They have witnessed the world change dramatically and expect to see the same in the workplace.

Workplace Expectations Vs. Reality



Expectations

Culture. Communication. Flexibility.
Feedback



Seen as

Impatient. Oversharers. Unreliable



Real World Challenges

What are challenges you think that
cause gen Z to consider leaving a job?



Manager Traits

Clarity. Coaching. Recognition. Growth Map.
Psych Safety



Gen Z Readiness Assessment



Gen Z Readiness Assessment

Lightning Audit: list your team's green & red flags for Gen Z Readiness



Gen Z Readiness Assessment

Lightning Audit: list your team's green & red flags for Gen Z Readiness

Which **two readiness statements** showed the widest spread of scores, and what do those differences tell us about how Gen Z might experience our organizations currently?



Gen Z Readiness Assessment

Lightning Audit: list your team's green & red flags for Gen Z Readiness

Looking at the collective results, which readiness gap falls most under **leadership control** and which under **team culture**? How does that shape your next move

Day 1 Wrap Up



Based on what we've explored, where is your team currently: **resisting**, **reacting**, or **reimagining** how to work with Gen Z?

Day 1 Wrap Up



Based on what we've explored, where is your team currently: **resisting, reacting**, or **reimagining** how to work with Gen Z?

Exit Ticket: If you could ask a gen Z professional **one honest question** about their experience in the workplace-what would it be?



Give feedback to Jasmine

Scan this QR code



Or go to

<https://talk.ac/jnpr1nce4>

and enter this code when prompted

TIKTOK25

CPE CODE: X5M1XP

The **Tik Tok** Generation

Understanding & Engaging Gen Z in the Workplace

Jasmine N. Prince, M.Ed.

cbmi
COLLEGE BUSINESS MANAGEMENT INSTITUTE



Day 2

The **Tik Tok** Generation

Understanding & Engaging Gen Z in the Workplace

Jasmine N. Prince, M.Ed.

cbmi
COLLEGE BUSINESS MANAGEMENT INSTITUTE



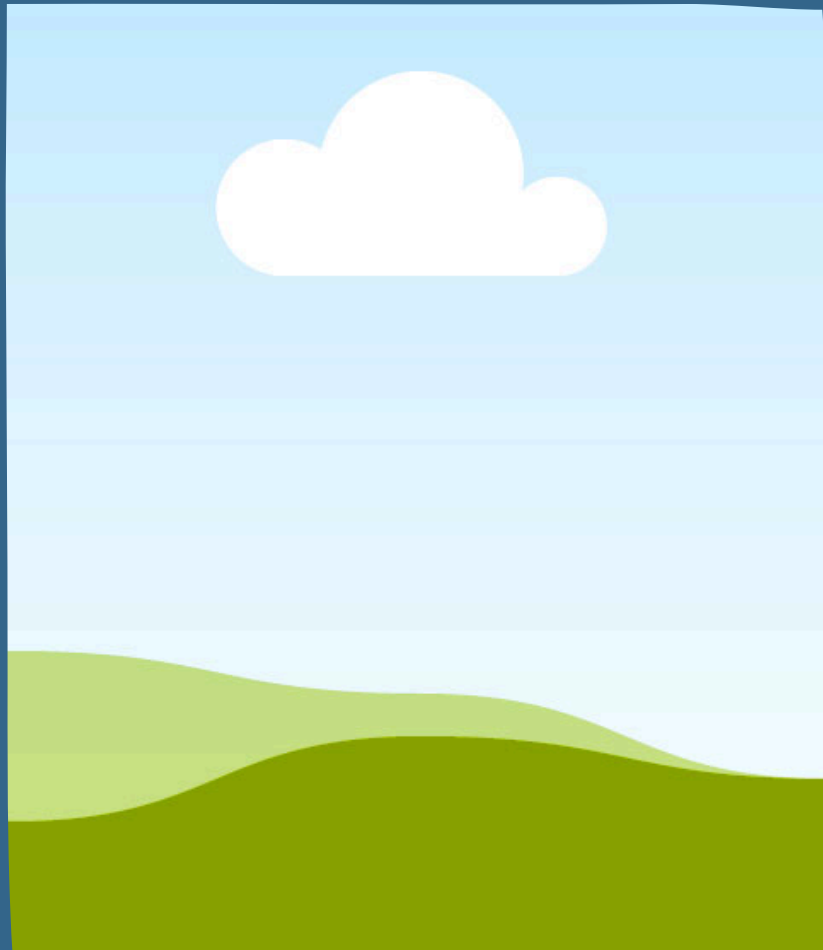
Day 1 Refresher

What's one moment from Day 1 that made you **pause or shift** your thinking?

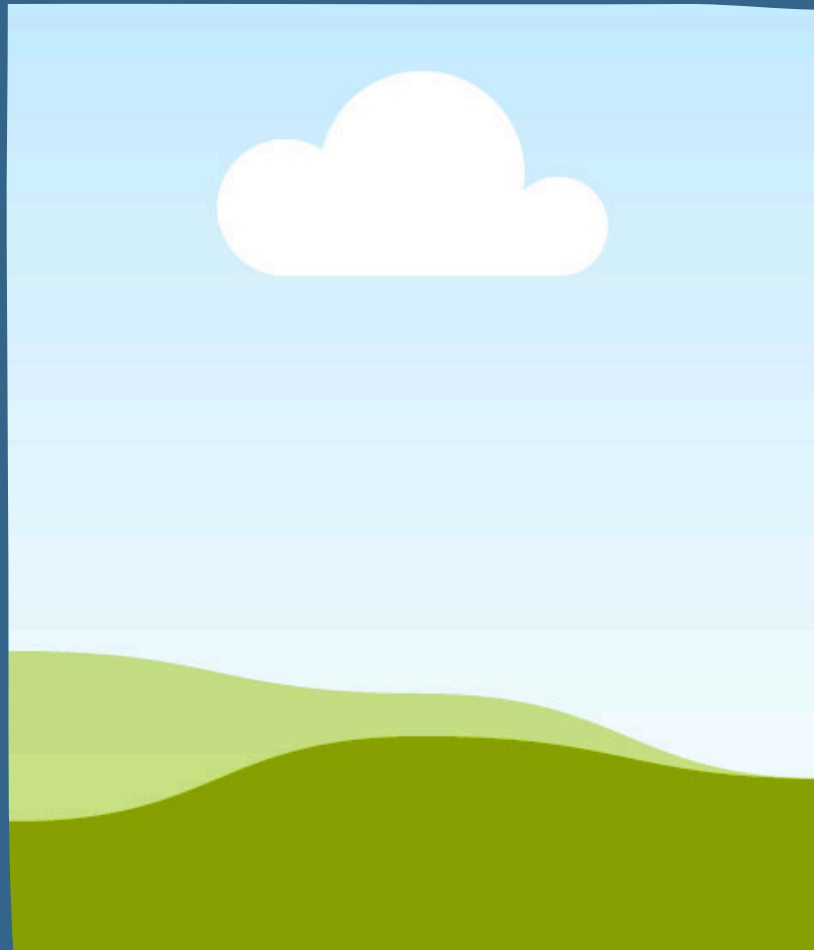
What felt **most relevant** to your current role or team?

Which part of the session made you say, '**I need to bring this back to my team**'?

Meet our Panelists



Brandon Brown



Jocelyn Grimsley



Tiana The

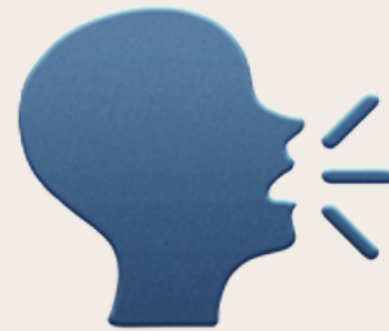
Executive Communications
Specialist
Office of the President

Bridging the Gaps



The Leadership Gap

Common missteps & how to fix them



The Communication Gap

Coach. Clarify. Connect



The Shift

Boundaries. Input. Recognition. Vulnerability

The Culture Shift Challenge



You're part of a cross-functional task force at a mid-sized university that's hiring its largest-ever cohort of Gen Z talent across departments. After the last few hiring cycles, you've heard some consistent concerns. Leadership has asked your team to design a bold experiment in one key area of the employee experience to better support Gen Z and create a ripple effect that benefits the whole culture.

The Culture Shift Challenge



You’re part of a cross-functional task force at a mid-sized university that’s hiring its largest-ever cohort of Gen Z talent across departments. After the last few hiring cycles, you've heard some consistent concerns.

Leadership has asked your team to design a bold experiment in one key area of the employee experience to better support Gen Z and create a ripple effect that benefits the whole culture.

Focus Area	Discuss	Share Out
Onboarding & orientation	What’s missing, broken, or outdated in this area for Gen Z talent?	Focus area
Feedback & communication	What Gen Z values or behaviors need to be better understood or embraced?	Proposed bold move
Team Culture & belonging	What’s one BOLD move we could test in 90 days to spark change?	Key insight from discussion
Leadership & Career Development	What are the potential challenges and how could we address them?	

Final Thoughts & Questions

What's still lingering?

Insight/shift that stuck

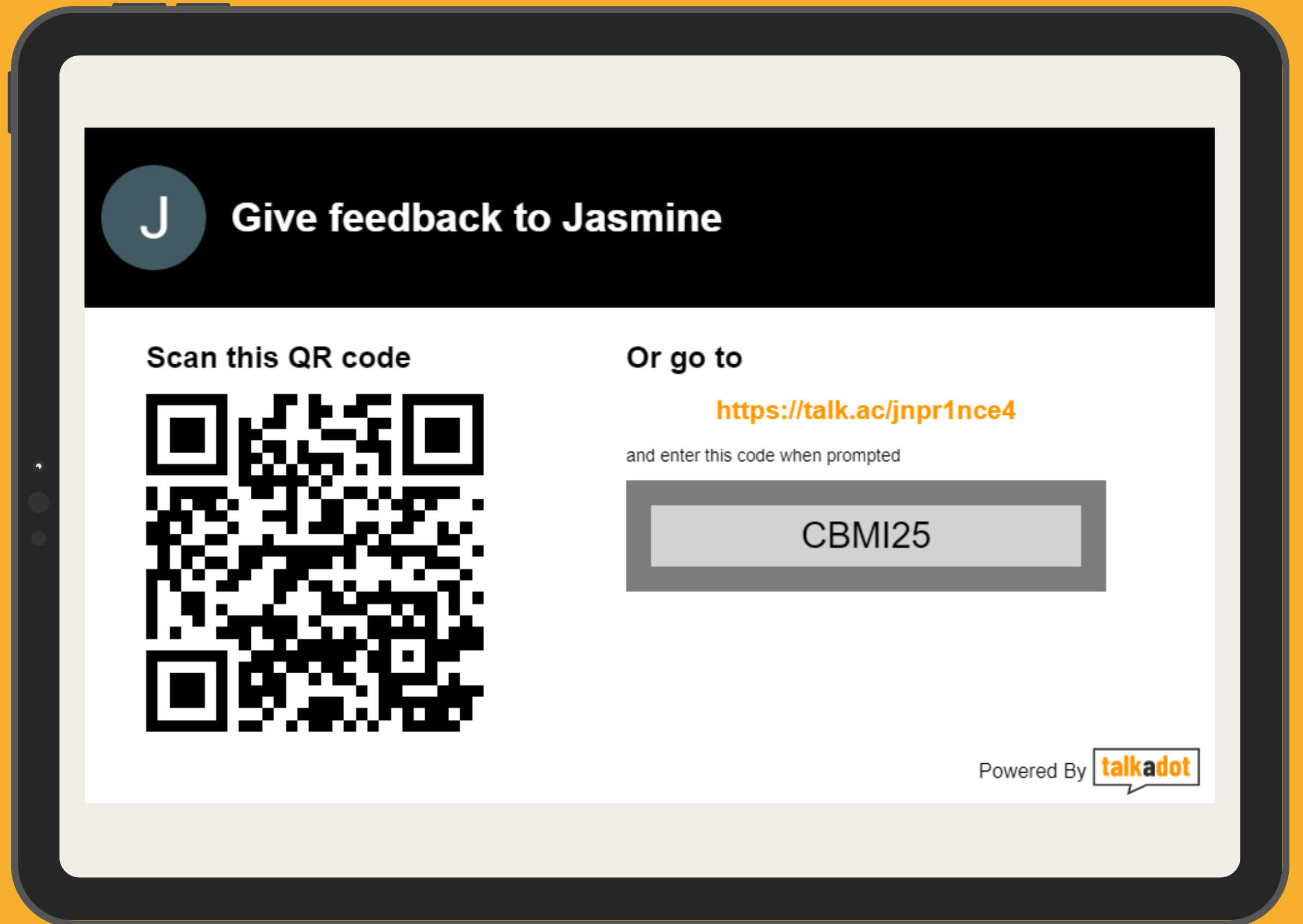
Action you're excited to
take

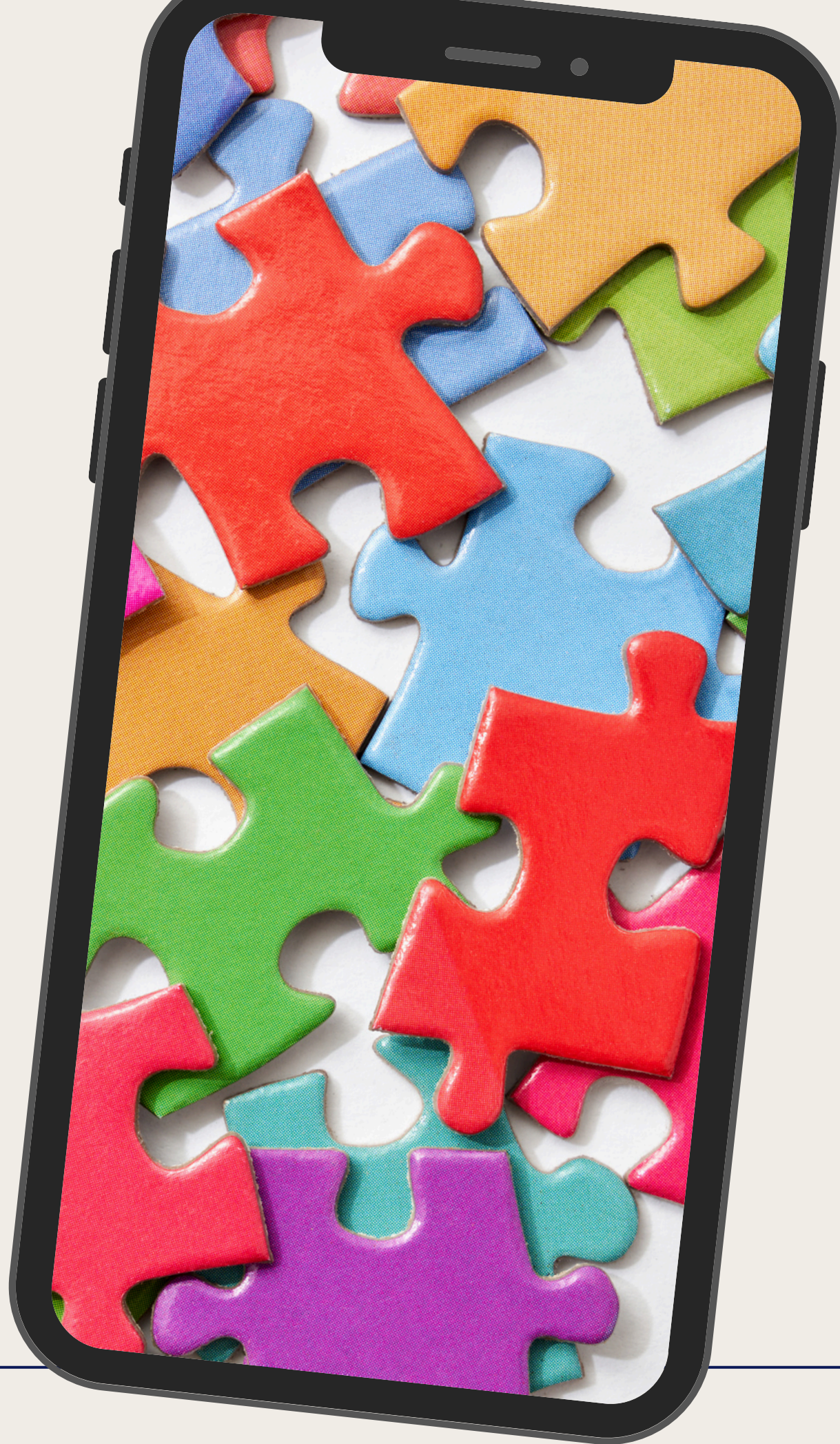
Final Thoughts & Questions

What's still lingering?

Insight/shift that stuck

Action you're excited to take





Let's Connect

jasmine.prince@uky.edu

www.linkedin.com/in/jasm1neprince

CPE Code: X5T1XP

Day 2

The **Tik Tok** Generation

Understanding & Engaging Gen Z in the Workplace

Jasmine N. Prince, M.Ed.

cbmi
COLLEGE BUSINESS MANAGEMENT INSTITUTE

