

THE GEN Z MANIFESTO



The Gen Z Manifesto is an introduction to the upcoming book *The Gen Z Effect*, which explores the post-generational era we are entering and the six forces that are shaping the future of businesses and behavior.

I am Gen Z and I'm going to rock your business.

I'm a post-generational, uber-influential, globally educated, hyperconnected, slingshotting, lifehacker.

But Gen Z wasn't my birthright.

It was my Choice. Is it yours?

The Six Forces Changing the Future of Business and Behavior

Here's something most of us don't yet realize; we have beings from the future already living among us, trying to teach us how we will work and play in the decades to come. However, we dismiss their behaviors as odd and anti-social.

We joke about their hyperconnected multi-tasking lives as though we are somehow above it. After all—and here is the irony—we are the ones who built the technologies that cause their odd behaviors.

These time travelers from the future are called toddlers, adolescents, and teenagers—collectively we call them Gen Z. And the forces that are driving their behaviors are already running at full tilt, disrupting everything

The Six Forces Changing the Future of Business and Behavior

from the way we do business to the way we learn and play. Unless you've found some insular Tahiti where you can unplug from humanity and live out the rest of your life, you'd better listen to what they have to say. Thanks to them the future is not bleak, fuzzy, uncertain; it's staring us in the face.

That's the basic premise behind my upcoming book, *The Gen Z Effect*. To understand the future and the way our businesses will change to adapt to it we simply need to understand the six foundational forces that are driving these new behaviors and what we, and our businesses,

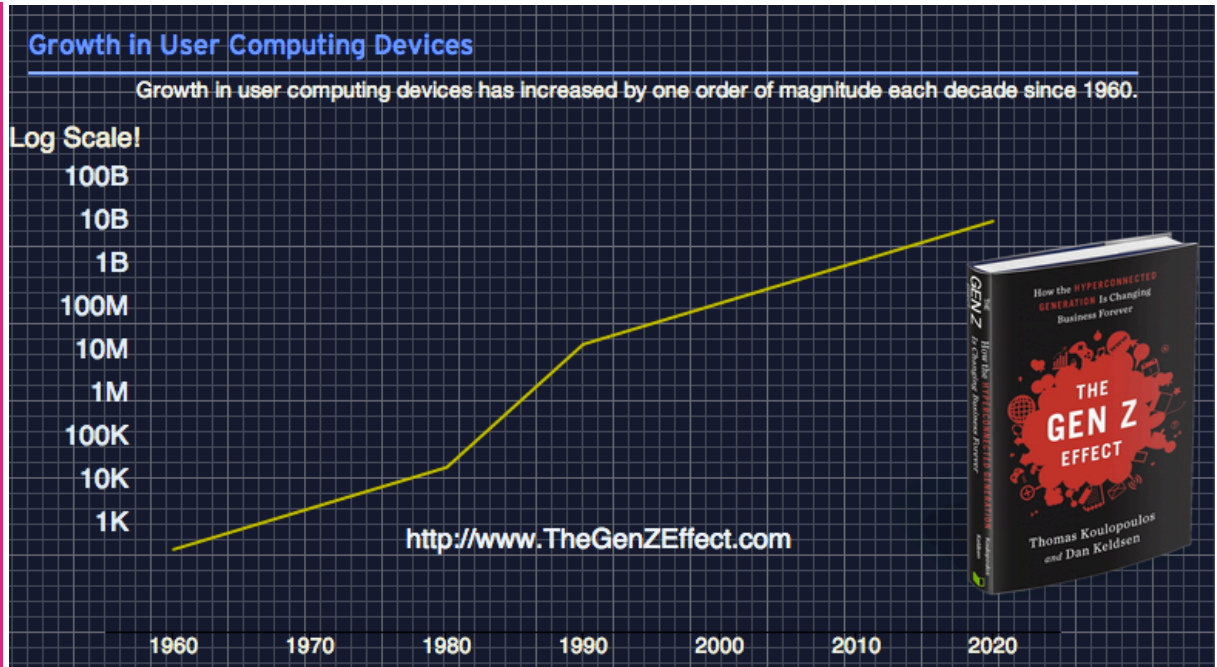
'Thanks to them the future is not bleak, fuzzy, uncertain; it's staring us in the face.'

need to do to grow and thrive in their wake.

The six forces changing the future of business and behavior.

1. Breaking Generations
2. The Shift from Affluence to Influence
3. The World is My Classroom
4. Hyperconnected
5. Slingshotting
6. LifeHacking

There are no Limits
 Every decade the total number of computing devices increases by one order of magnitude. If we follow that trajectory—and every indication is that we will—by 2100 we will have more computing devices than grains of sand on all of the world's beaches; in fact 100 times more!



#1 The End of Generations

#2 The Shift from Affluence to Influence

The End of Generations

The first force is a dramatic shift which redistributes global population from a heavy bias toward youth—the classic, equilateral triangle-shaped, population pyramid—to a nearly even distribution across all 5-year bands of age from 0-4 through 60-64 by 2080 (2020 in the USA). The result of this shift in population will disrupt virtually every business and social institution, locally and globally. Learning to deal with and leverage this disruption will be the defining factor for the success of all businesses in the 21st Century. Many companies, such as Hyatt and Cisco are already entering a post-generational world and putting in place programs, such as reverse mentoring to bridge the artificial chasms that separate generations. Ignore this force and you end up with generational chasms that will devour your business.

The Shift from Affluence to Influence

The second force is the sudden increase in influence rising from the base of the population pyramid. Prior generations did not have the ability to form communities and to influence the behaviors of society in the way Gen Z will.

Gen Z doesn't need to win over the media gatekeepers they have the ability

to wreak havoc on companies and even governments through the influence they wield as a hyperconnected community. Some companies, such as Unilever and their Dove brand have cracked that code, creating social movements driven by influence rather than ad dollars.

Most importantly, the future of affluence is not just a conversation about wealth. Oxfam has reported that the wealth of the world's 85 richest people is equal to that of the world's 3.5 billion poorest people.

To give that some perspective visualize this; if global population was the size of the great pyramid of Giza the world's 85 wealthiest individuals (who own as much wealth as the poorest 3.5 billion) would fit in a child's sand pail.

In the context of this argument what is often lost is that today the 3.5 billion at the base of that pyramid do collectively have substantial wealth, it's just that they have no ability to collectively exert influence. That is what's changing.

Gen Z-ers are powerful. They have a built-in media channel to billions in the form of the Internet. And they know how to disrupt. In other words, they know how to mess things up if they don't get what they want. The reality is

that when influence is diffused throughout a population rather than concentrated, the effect is to disrupt the balance of power in nearly every existing institution—social, business, or government.

Ignore this force and your business will never be able to build the trust and credibility it needs to align with consumers' interests—no matter how large you advertising budget.

The World is My Classroom

With affordable, and in many cases free, access to the Internet for every human being, the level of primary and secondary education will rise sharply

Population and Wealth

If world's population was represented by the Great Pyramid of Giza, then 85 people—the dot to the right of the pyramid's capstone, which is less than a sand pail of the pyramid's volume would—would own as much wealth as the 44,000,000 cubic feet—3.5 billion poorest people—which make up the bottom half of the pyramid!



“Meaning is the new money.” These kids care about the DNA of your organization, you really have to be able to do things that are meaningful to them. “

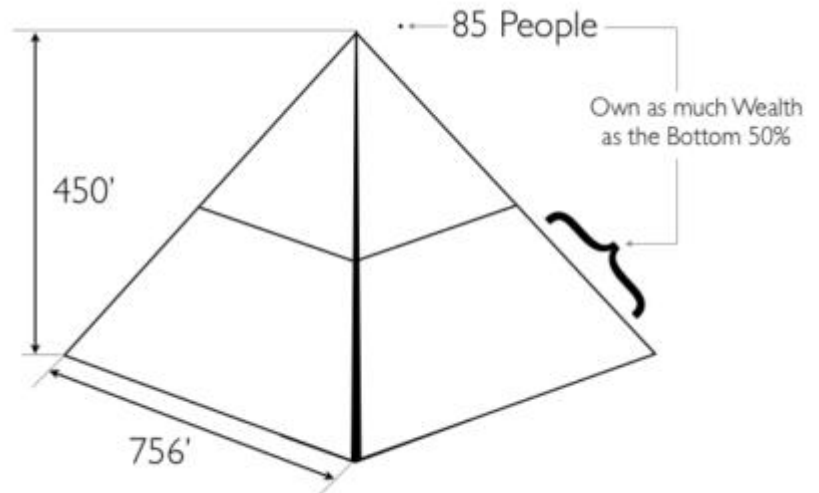
“They influence each other more than any generation out there because they're always connected. If you're a businessperson and you're having a very meaningful relationship with this generation, they're going to be your best brand advocate. They'll be your best marketers.”

Stephanie Fischer, CEO Global Retail Marketing Association

over the coming decades. Universal Primary Education will be available within the decade. While secondary and college level education may not seem to be as pressing an issue for developing economies, it is precisely here that

education will likely have the greatest impact and global value.

This is also not an isolated geographic phenomenon. While it is certainly prominent in the United States and other developed



#3 The World is My Classroom

#4 Hyperconnected

economies, it is most pronounced in developing economies.

Yet many are surprised to find out that India now has the second largest post-secondary education system in the world.

In many ways higher education is the arms race of the twenty-first century. Our ability to move work, without regard to bandwidth, location, or cultural barriers, will only further this movement.

Ignore this force and your business will also ignore the tremendous and unprecedented pool of consumers and

Education was the fulcrum on which the great innovations in technology and businesses during the last 100 years were leveraged.

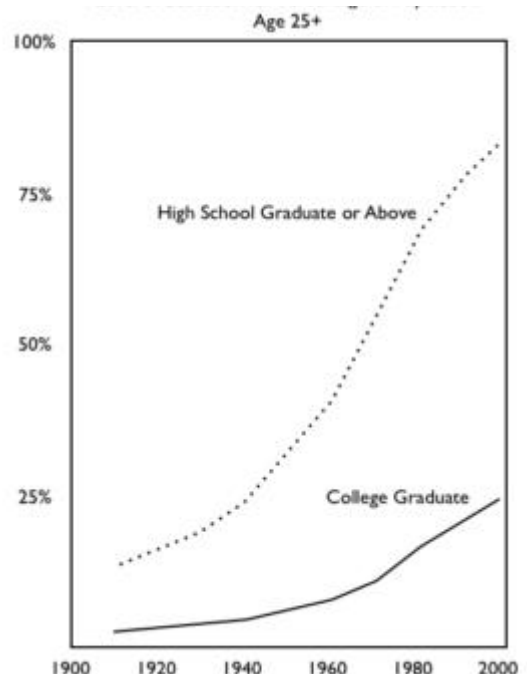
talent coming online over the next 50 years.

Hyperconnected

The fourth force is the advent of hyperconnectivity, popularly called the Internet of Things (IoT). This is not only an Internet of people and computers but of virtually every object we use, consume, or interact with.

Hyperconnectivity provides a level of transparency, as well as individual and collective

The Rise of Education
 The last 100 years have seen unprecedented progress towards universal education. Today that elusive goal is easily within our reach. With it comes a global community of consumers and talent the likes of which no business can afford to ignore, but which few have built mechanisms to capitalize on.



#5 Slingshotting

awareness, that strips away the barriers to understanding behavior, sharing knowledge, and creating opportunities for collaboration. With a historical and projected increase in computing devices of one order of magnitude each ten years, soon every person, machine, and object will be hyperconnected. This will create a near frictionless engine of innovation for business. By 2100 we will have 100 times as many computing devices as there are grains of sand on all the world's beaches. Unimaginable? So were the technologies we today take for granted.

Ignore this force and you're effectively cutting off your ability to sense and respond to the marketplace and the individualized needs of your customers.

Slingshotting

The fifth force, and perhaps the most invisible, is slingshotting; the ability to skip over generations of cumbersome

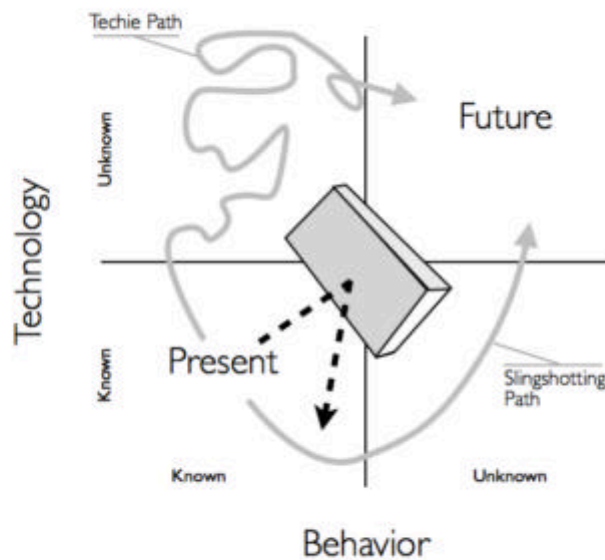
technology that have prevented mass adoption.

For example, grandparents and great-grandparents are suddenly diving into the deep end of the technology pool by going directly to a tablet and mobile technologies, skipping the generations of prior cumbersome user experiences on desktops and laptops.

Within the decade we will have an affordable Internet by which any human being, without regard to geographic or political location and economic status, will be able to connect with any

other human being based on their individual interests rather than purely the circumstances of their local "tribe." The result will be the beginning of an era of global social re-engineering unlike anything humankind has experienced.

Ignore this force and your business is ignoring the single greatest opportunity to connect with the marketplace and co-innovate with customers.



#6 Lifehacking

Lifehacking

The final force is one of the most powerful shifts in how Gen Z values and views the world. This may sound like a soft force. It's not. There is a deep sense of purpose that drives Gen Z to game the system in whatever way is best suited to make it serve their view of what represents a fair, sustainable, and socially conscious organization, service, or product.

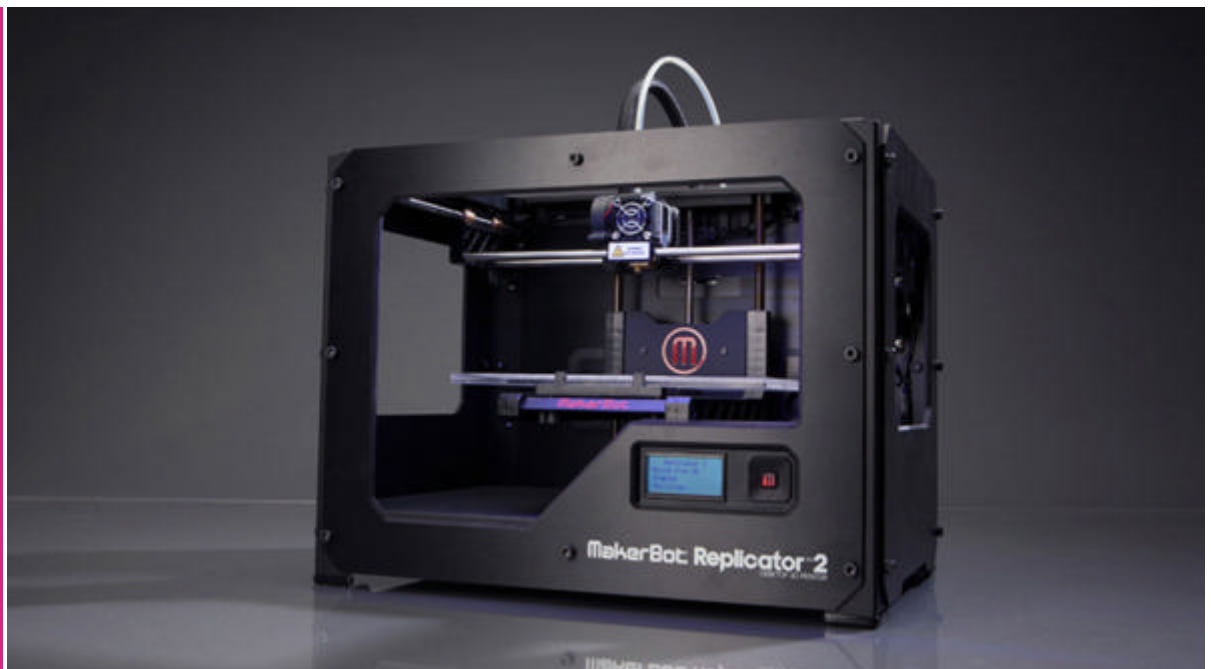
Gen Z despises the protection of intellectual property, believes that innovation should be boundless and instantaneous, and access to capital should be democratized and available to all good ideas. In short they believe in the ultimate efficiency of a free

market unfettered by the constraints of the past.

Ignore this force and your business will end up an outsider, unable to connect with the deeper purpose of your marketplace, and, ultimately, a hindrance to progress.

Hacking Innovation

Devices such as MakerBot's Replicator 3D printers allow anyone to become a manufacturer, short-circuiting the process of prototyping and going directly to final goods that can be proven and tested in less time that it takes to create a powerpoint deck to pitch an idea. The result is an acceleration in innovation unlike anything we've encountered to date. But it also changes the rules of patent protection and funding by making good ideas an instant reality.



The Six Forces Driving the Future of Business and Behavior

The six forces driving the Gen Z Effect are not subtle generational shifts. Instead they challenge some of the most basic beliefs about how we build and operate our businesses.

Collectively they fuel a revolution on a scale unlike anything the world has yet experienced. It's disruptive, powerful, and often frightening, but here is the good news; the leaders of this revolution are already giving us the playbook with all of the rules we need to survive and thrive—you just need to pay attention, and, of course, it wouldn't hurt to read the book.

The Gen Z Effect

Technology no longer separates us, it unites us across all demographic, geographic, and cultural boundaries. In the new post-generational world businesses have to develop a deep understanding of the six forces that are driving change and building the future.

Bibliomotion
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