

CENTENNIALS:

GEN Z

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WHAT IS A GENERATION & WHY DOES IT MATTER?

UNDERSTANDING GENERATIONAL DIFFERENCES

UNDERSTANDING HOW PUBLIC OPINION IS SHAPED

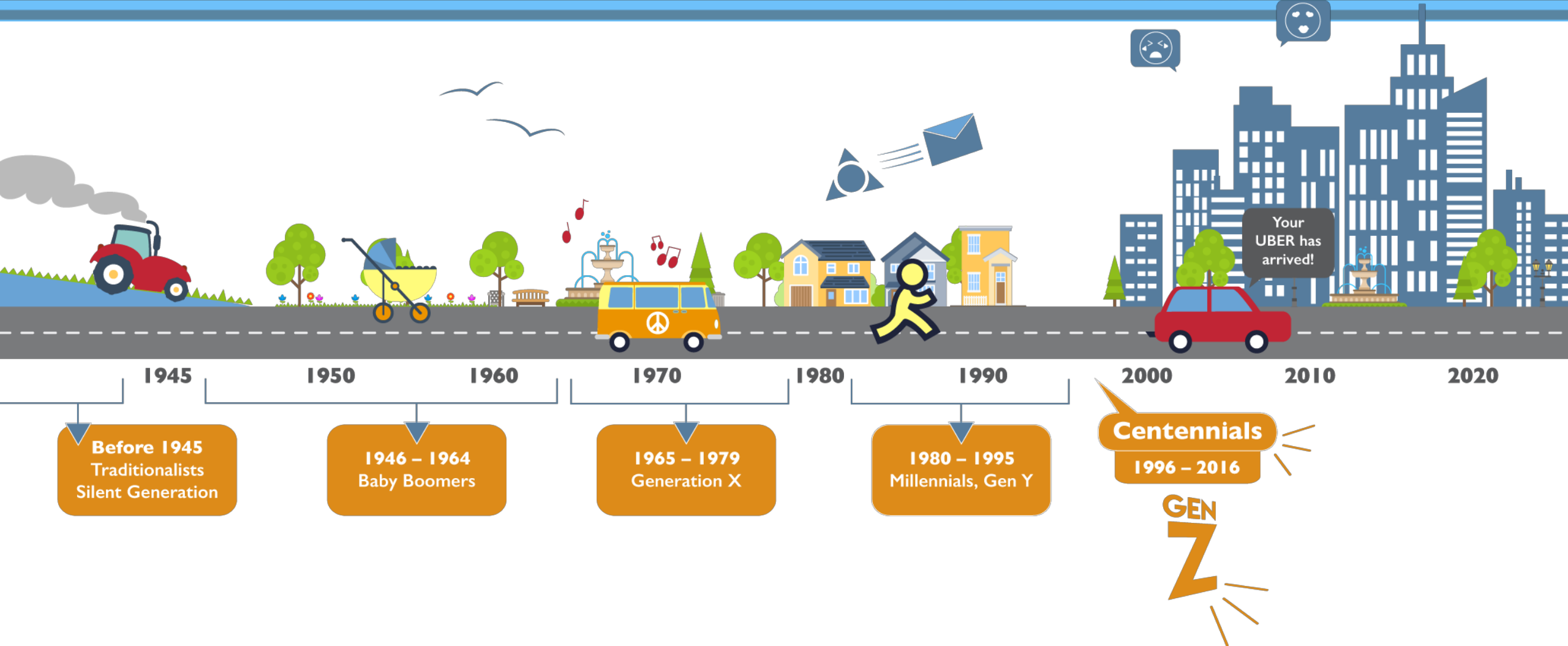
KNOWING WHAT'S RELEVANT FOR FUTURE GENERATIONS

GEN
Z

WEBSTER DEFINITION:

“All of the people born and living about the same time” & “The production of something”

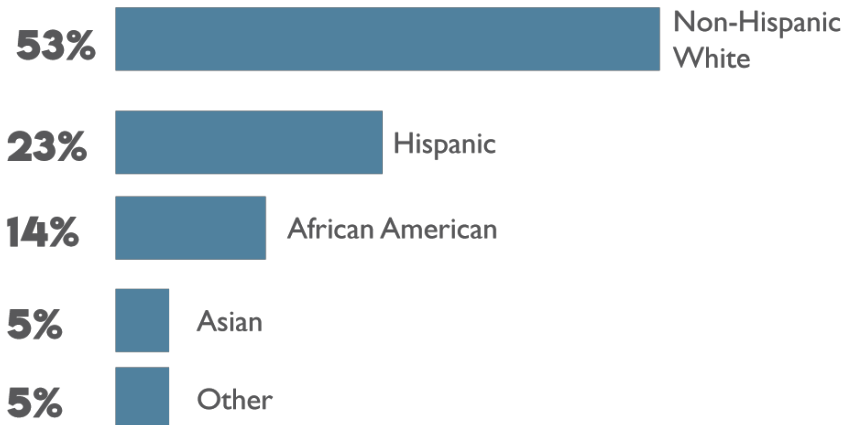
HOW DID WE GET TO CENTENNIALS?



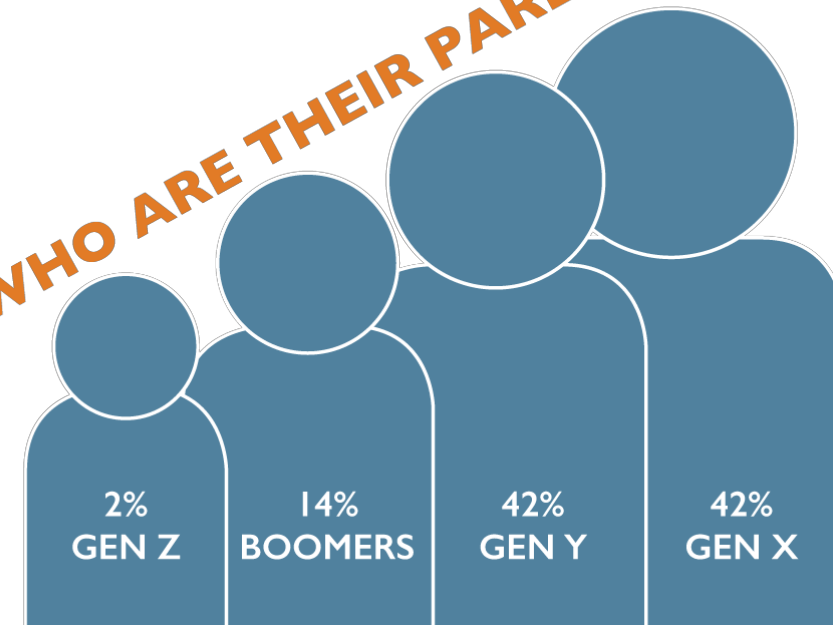
WHO ARE CENTENNIALS?

{ BORN }
1996-2016

ETHNIC MAKEUP



WHO ARE THEIR PARENTS?



MAJOR EVENTS THAT DEFINE CENTENNIALS



Rise of Technology



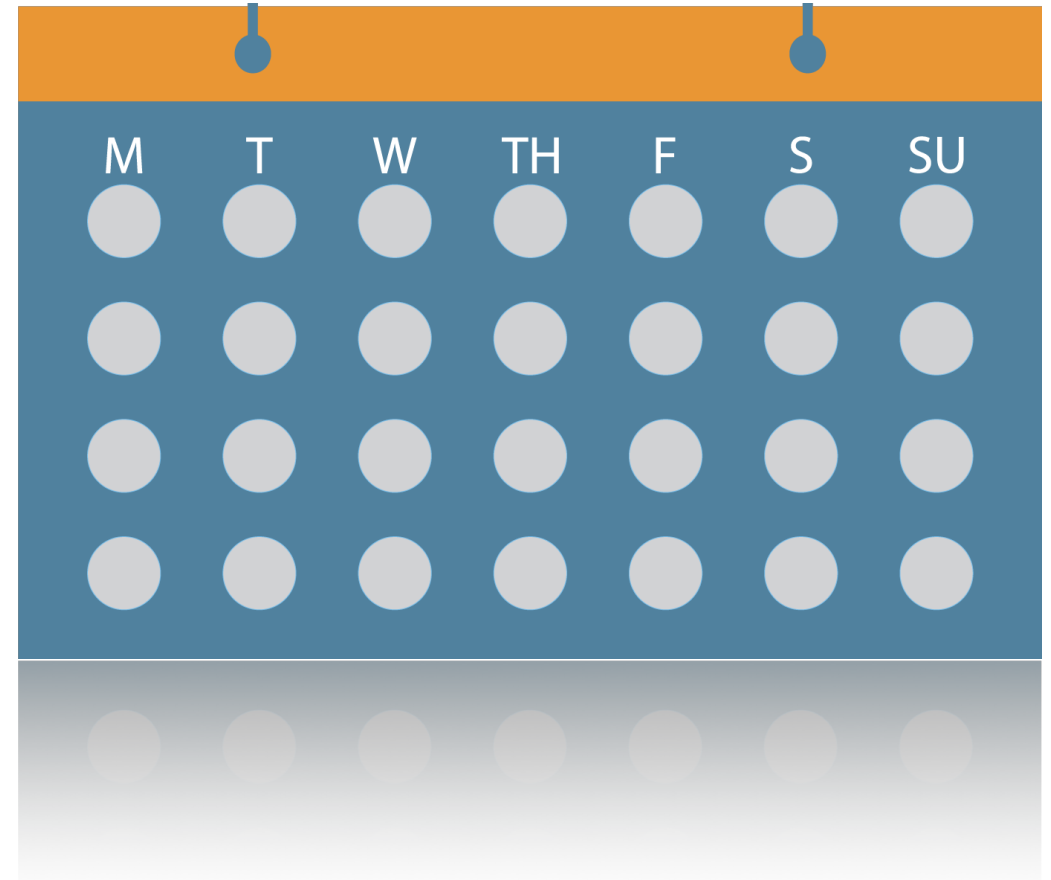
2008 Recession



Shifting Political Views



Entrepreneurship



CHARACTER TRAITS



Total control



Not afraid to challenge the status quo



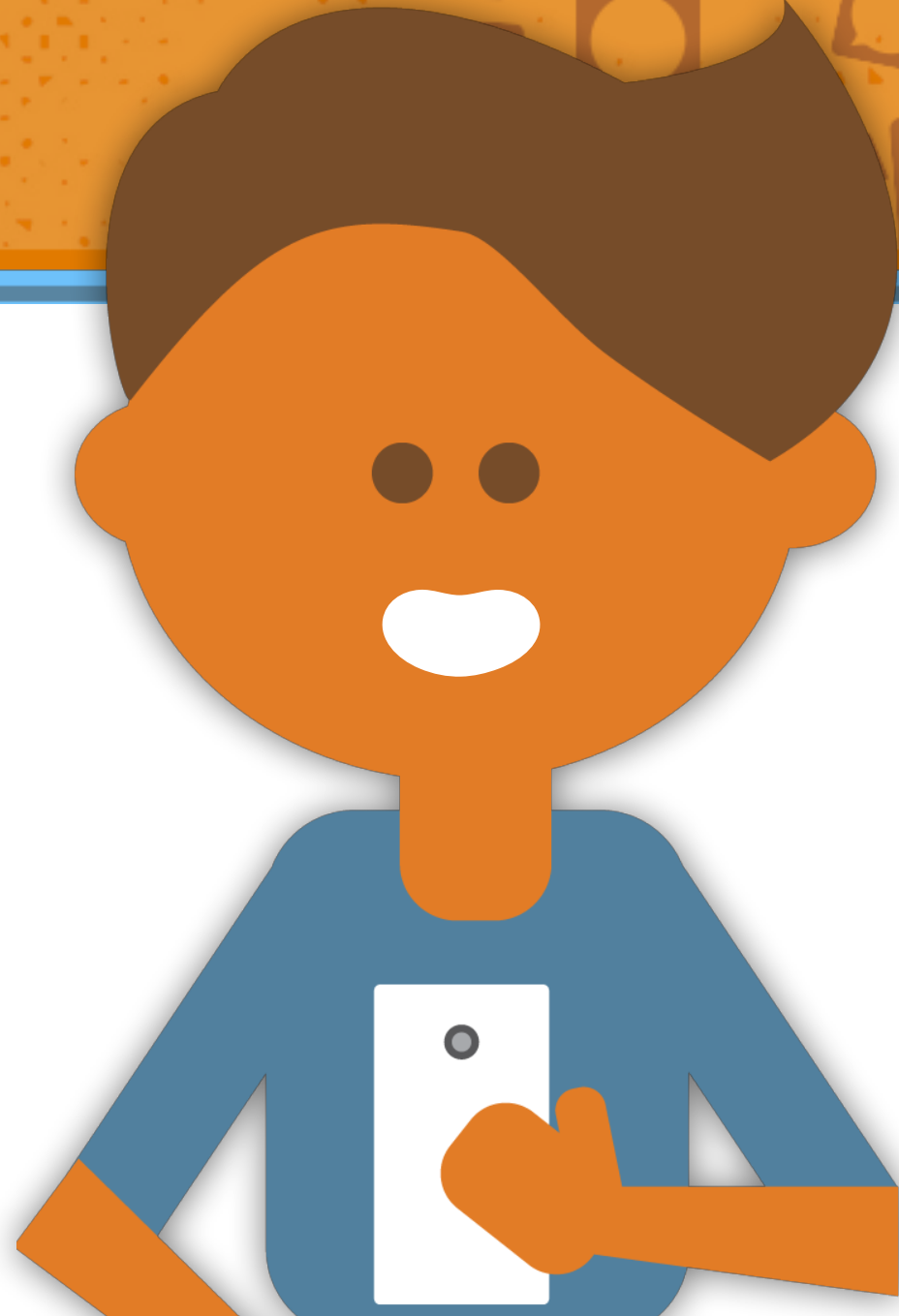
Value personal experiences



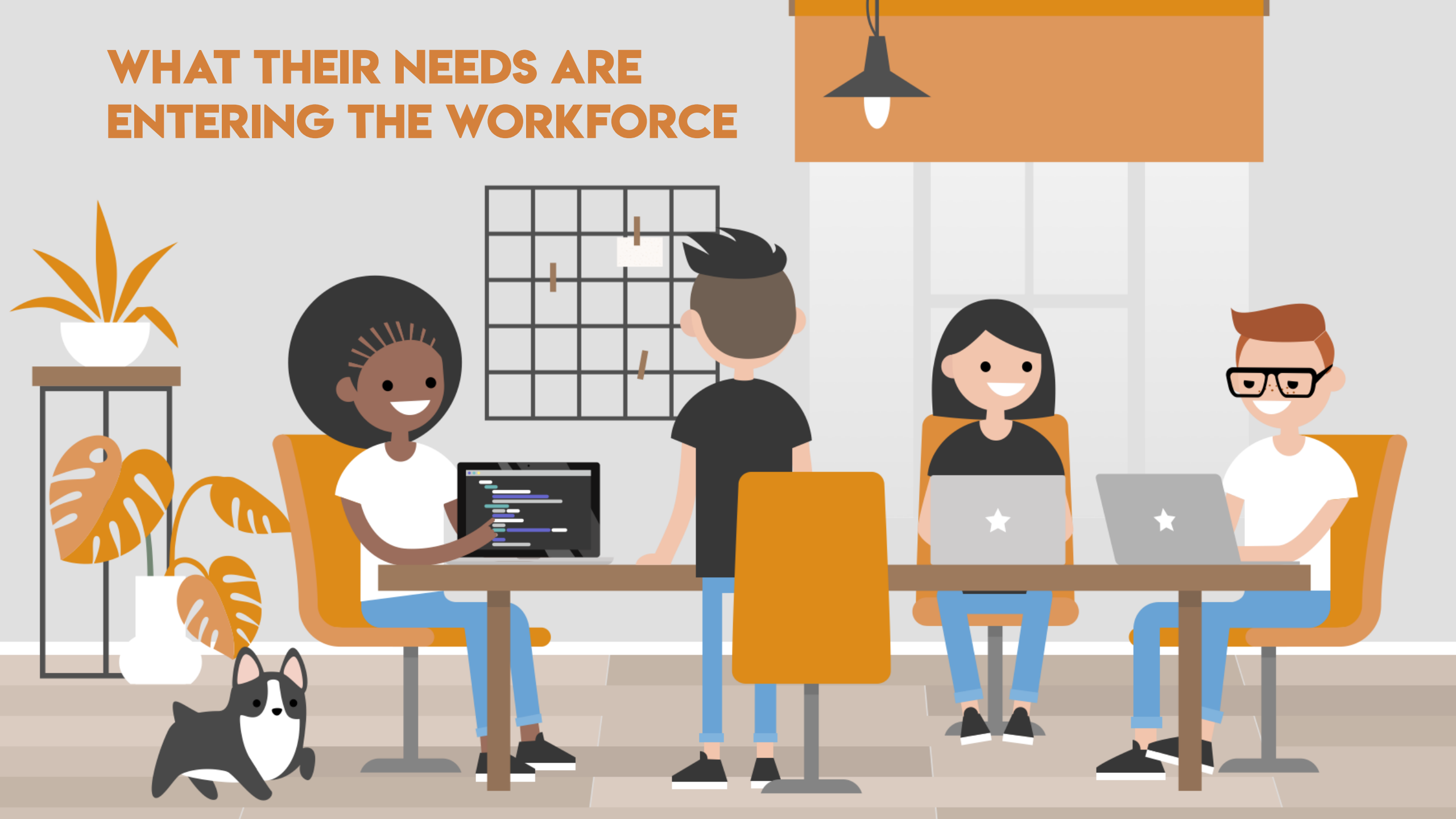
Technology savvy



No brand loyalty



WHAT THEIR NEEDS ARE ENTERING THE WORKFORCE



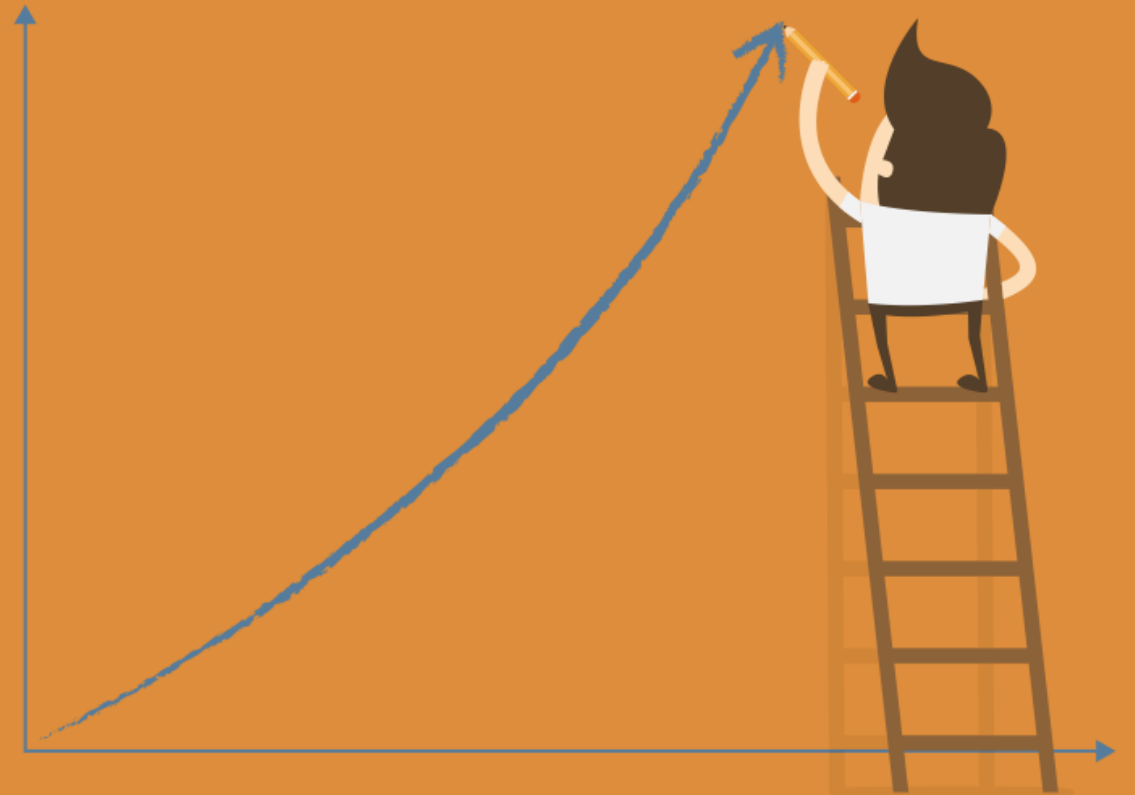
STABILITY AND GROWTH

STABLE FOOTING

Money and security are the top motivators
(safety first, money is second)

DEVELOPMENT & GROWTH

Mentorship and growth opportunities are
drivers for job satisfaction



OUR RECOMMENDATIONS

FOR TALENT ACQUISITION

Highlight our caring culture with stories and figures that show how Chick-fil-A takes care of its people

FOR LARGER ORGANIZATION

Ensure there's clear career growth opportunities across Chick-fil-A



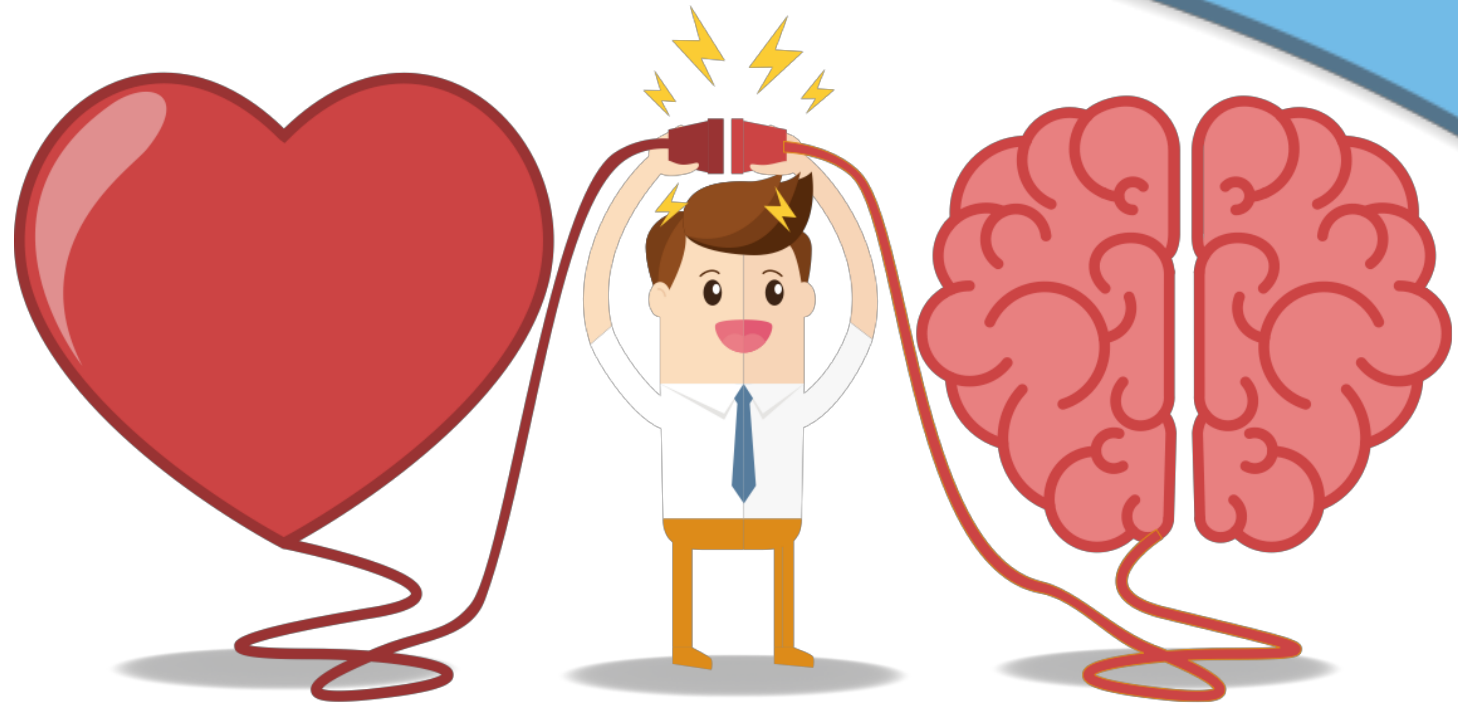
PURPOSE DRIVEN

MEANING MATTERS

Driven by their own purpose, passion and values

MORE THAN A SKILL SET

Looking for an emotional connection to the work and organization



OUR RECOMMENDATIONS



FOR TALENT ACQUISITION

Build in the "WHY" behind our work in employment branding

FOR THE LARGER ORGANIZATION

Use surprise and delight to help foster candidates' emotional connection to the organization



ENTREPRENEURSHIP

SOCIAL INFLUENCERS

Social influencers are today's celebrities for Centennials

ANYTHING-IS-POSSIBLE MINDSET

Everyone has the ability to charter their own course and be their own boss



ONLINE
CELEBRITY

OUR RECOMMENDATION:

FOR TALENT ACQUISITION

Build brand imaging stories for candidates to educate them on the entrepreneurial opportunities Chick-fil-A offers (for Operators & Staff)

FOR LARGER ORGANIZATION

Give Centennials ownership and autonomy

- Establish 'Intrapreneur' projects



DIGITAL

WI-FI IS KING

40% of Centennials believe reliable Wi-fi is more important than reliable restrooms

SHORT ATTENTION SPAN

Used to receiving content on-demand



OUR RECOMMENDATIONS

FOR TALENT ACQUISITION

Continue to leverage technology to engage with candidates

FOR LARGER ORGANIZATION

Sell the story of tech at Support Center and in restaurants



DIVERSITY & INCLUSION

They are the most racially diverse generation



81%

Said they have friends of a different race



59%

Said they have friends of a different sexual orientation



77%

Were in favor of marrying someone of a different race

OUR RECOMMENDATIONS

FOR TALENT ACQUISITION

Keep a high priority on recruiting & selecting diverse talent

FOR LARGER ORGANIZATION

Prepare and grow leaders now who vary in race AND gender across the organization

Will look for employers that do more than offer lip service to diversity



IN CLOSING...

-  Stability & Growth
-  Purpose Driven
-  Entrepreneurship
-  Digital
-  Diversity & Inclusion



SOURCES

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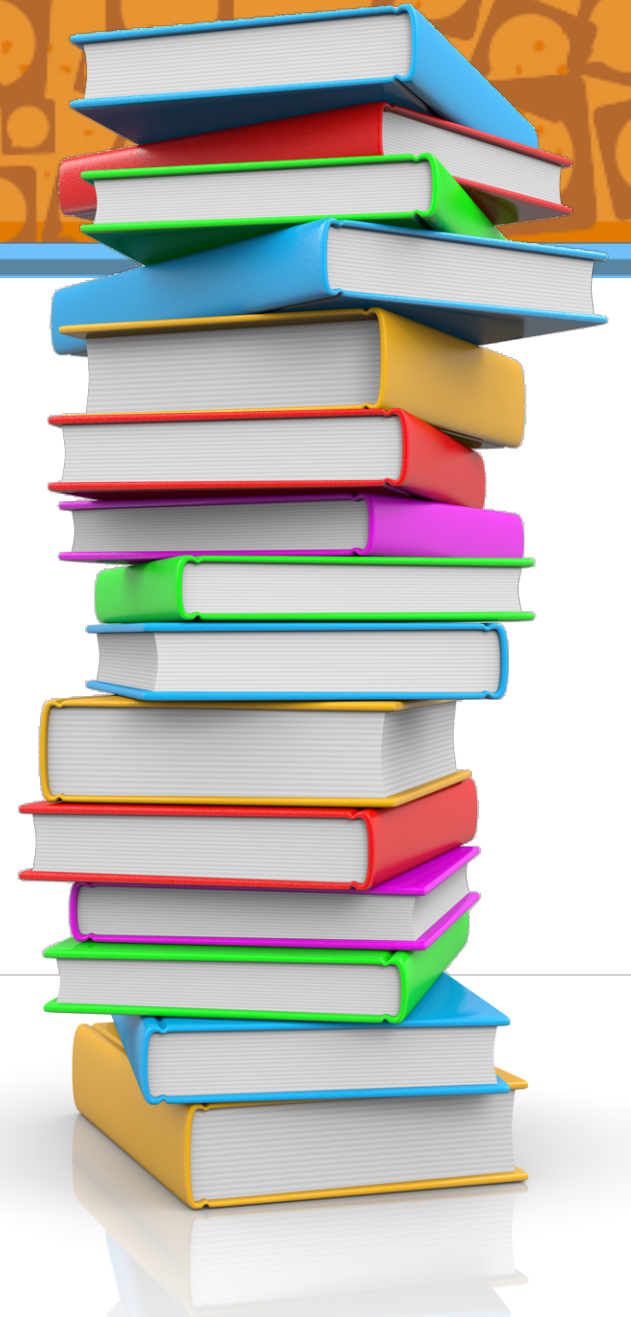
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Q & A

