

Gen Z in the pipeline: Explain why it's worth it

Gen Z | India

Values and Drivers

- Support from friends and family can boost their confidence.
- India has a highly competitive education and career environment.
- Indian Gen Zers are interested in pursuing their passions.
- Hard work is expected and accepted. They anticipate stress as a result but do not necessarily plan to mitigate it.
- Many have a strong focus on education, anticipating multiple degrees and qualifications.

GME Hopes and Dreams

- There is a focus on getting into good schools at home and abroad.
- "Real world" study is expected to gain a range of problem-solving experience.
- Indian Gen Zers are looking for links to companies for opportunity and networking.
- They are most interested in developing leadership and entrepreneurship skills.



How To Reach Them

- Many develop relationships with counselors, who offer practical coaching on good schools, help achieving good test scores, and ultimately getting accepted to chosen schools.
- They are very focused on rankings/ratings, and news sources (particularly from the U.S.) are valued when researching GME.
- Advice from their current university as well as marketing materials from future programs are important.
- Top 3 social networks for researching education, learning, skills: LinkedIn, Twitter, YouTube.