

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

Gen Z | Peru

Values and Drivers

- Family and friends are highly valued, especially as a source of emotional stability.
- Many are focused on accomplishing goals—COVID-19 has offered opportunity to improve skills (e.g., English), and the impact appears to be seen as less negative than in other markets.
- Their focus on getting a job is driven by the political situation in Peru and its economic impact. Instability in the country focuses their minds on jobs more than dreams.

GME Hopes and Dreams

- Their main driver is to grow as a professional with less focus on entrepreneurship.
- Peruvian Gen Zers seek a better job to give them financial freedom to buy a house, travel, etc.
- Developing a [better] social and professional network is important.
- They are excited by learning as well as the hope of standing out and being a success.



How To Reach Them

- Many want to hear from alumni and friends.
- Tutors/faculty, university careers services, education events, and university/program brochures are highly valued.
- Social media is important—especially YouTube and LinkedIn.
- Top 3 social networks for researching education, learning, skills: YouTube, LinkedIn, Twitter