

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

Gen Z | United States

Values and Drivers

- Support from family and friends is incredibly important.
- American Gen Zers prioritize mental as well as physical wellness. They are preoccupied with their mental health and that of their peers.
- They hope for work/life balance but are not sure they will get it.
- Inclusion and equity are especially valued.

GME Hopes and Dreams

- American Gen Zers want to tailor studies to their needs, with opportunities for both broad and specialist GME content.
- They are looking for real-world experience, networking, and career direction from GME.
- They are seeking to advance to leadership roles—a mix of corporate leaders and team leaders. For some, ambition is more modest than others.
- Business school location is important—some cited wanting to stay near their home city and others wanted to move.



How To Reach Them

- Alumni experience is especially valuable, and many look to current university/future program faculty and staff for 'formal' advice.
- Many are focused on how to finance their studies.
- Social media can be an important tool to bring the GME experience to life and make it relevant.
- Top 3 social networks for researching education, learning, skills: LinkedIn, YouTube, Facebook