

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

Gen Z | Germany

Values and Drivers

- Family, friends, and relationships are critical.
- German Gen Zers value structure, security, and ‘smooth running’ to feel at ease.
- Wellness is critical—both mental and physical—so many are active in sports and like to get out into nature.
- German Gen Zers create time for the self, separating personal and work life.
- The environment and sustainability are key focus areas of their vision for GME and their future work.

GME Hopes and Dreams

- German Gen Zers want GME that is personally relevant, with broad as well as specific content.
- They are looking for culturally diverse cohorts and experiences in both their study and work.
- They are targeting team and company leadership. They are not talking much about “the top” or “elite” opportunities. They cite wanting “good enough” salaries rather than “high.”
- German Gen Zers have a strong focus on the ethics, impact, and culture of a company they want to work for.



How To Reach Them

- Advice from undergraduate university/college advisors and school-provided materials are most valued in choosing GME.
- German Gen Zers want to hear from alumni and peers about their experiences and how a program is relevant to their own ambitions.
- They are looking for advice about opportunities and programs that will help them network.
- Top 3 social networks for researching education, learning, skills: LinkedIn, Twitter, YouTube.