



GENERATION Z IS NOT OKAY

Here's what that means
to your business.



GROUNDING WITH DATA

NEWS BRIEF: GEN Z IS NOT OKAY



Recently, Grounded With Data partnered with Winter Park Health Foundation to understand how the pandemic affected the health of Central Florida's young people. After gathering data, we assessed what a decline in mental health means to local businesses—for-profit and not-for-profit.

Here's the gist: [get ready for change.](#)

Traumatized by desocialization, pandemic-fueled panic, and political fear, teenagers and young adults will seek unconventional ways to cope with spikes in anxiety, mood instability, communication challenges, and frustrations with interpersonal cooperation.

Your greatest challenge will likely be to keep up with how the larger American culture will shift to meet the tumultuous needs of a generation that has come to know unpredictability.

How does one get ready for a change?

Open your eyes and hold your ears to the ground. Keep your information systems squeaky clean for simple data input and management. Monitor your environment and keep steady with how things change.

GENERATION ZERS (GEN Z: MIDDLE SCHOOL TO EARLY PROFESSIONALS) REPORT HIGHER RATES OF ANXIETY, DEPRESSION, AND DISTRESS THAN ANY OTHER AGE GROUP



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SOME CONSIDERATIONS:

- Embrace new social media platforms.
- Be open-minded to new forms of humor; how might you embed new cultural phenomena into your communications tactics?
- Watch out for different methods and preferences of communication among consumers and employees. Assume nothing other than to be surprised.
- Map your operations for change; employee loyalty is no longer guaranteed.
- Cross-train employees so they can work together well and help manage each other's stress.
- Teamwork today requires more than a staff retreat; your team expects authentic relationships and genuine care.
- Lines between client and employee are blurring; people support what they love and tear up what they hate.



Finally, avoid any version of the phrase "these kids today..." **It does not matter that any customer segment changes. It matters when a leader cannot keep up with the change.**

There are a lot of ways to keep up with an ever-changing world. Reach out to patti@groundedwithdata.com; she can help. Get onto her calendar now before it books up!

[Click here to see the full report and other news briefs on the topic!](#)

DID YOU KNOW?

GROUNDING WITH DATA SPECIALIZES IN KEEPING TRACK OF WHAT'S HAPPENING IN THE WORLD SO MANAGERS CAN FOCUS ON RUNNING THEIR ORGANIZATIONS. BEFORE YOU CHECK YOUR NEXT EMAIL, ASK PATTI HOW WE CAN SAVE YOU TIME AND MONEY.

WHEN WAS THE LAST TIME YOU CHECKED IN WITH YOUR AUDIENCE?