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**Generation Z Joins  
the Australian Intelligence Enterprise:  
New Realism & Context**

# Agenda

Do Generations Still Matter?

Gen Z Traits

Gen Z Values

Gen Z Behaviors in the Workplace

How to Attract, Engage, & Retain  
Gen Z



# Baby Boomer 1946 - 1960

democrat  
idealist confident  
experimental  
loyal mail workforce  
peace values liberal  
tv family group  
rock & roll radio  
respect traditional  
work independent

# 1960-1980



# Generation Y

## 1980-1995

A word cloud for Generation Y (1980-1995) on a dark blue background. The words are arranged in a roughly triangular shape, pointing downwards. The words are in various colors and orientations. The most prominent words are 'adventurous', 'open-minded', 'conservative', 'friends=family', 'entitlement', 'dependent', 'risk-taker', 'facilitator', 'technology', 'independent', 'digital', 'mobile', 'visual', 'curious', 'smartphone', 'multi-tasker', 'Facebook', 'work-life', 'environment', 'single-parent', 'entrepreneurial', 'Twitter', 'email', 'financial', 'Berlin', 'optimistic', 'terrorist', and 'Berlin'.

adventurous  
open-minded  
conservative  
friends=family  
entitlement  
dependent  
risk-taker  
facilitator  
technology  
independent  
digital  
mobile  
visual  
curious  
smartphone  
multi-tasker  
Facebook  
work-life  
environment  
single-parent  
entrepreneurial  
Twitter  
email  
financial  
Berlin  
optimistic  
terrorist  
Berlin

# Generation Z 1995-2010





# What Shaped Gen Z?

Turbulent upbringing - aftermath of 9/11, always at war, economic recession, & *school/mass shootings*:

- ✓ self-aware
- ✓ self-reliant
- ✓ driven
- ✓ cautious
- ✓ socially minded consumers



Mobile capability allows them to:

- ✓ start businesses (Kickstarter)
- ✓ raise money to support a cause or to fight an injustice
- ✓ share with everyone they know
- ✓ engage globally



# Gen Z Traits



- ✓ Diverse
- ✓ Phigital
- ✓ Hyper-Custom
- ✓ Realistic
- ✓ FOMO
- ✓ WEconomists
- ✓ DIY
- ✓ Driven

*This generation is breaking down barriers...  
is the IC ready for that?*

# Gen Z Traits

- ✓ Digital intuitives
- ✓ Wary of 'perma-sharing'
- ✓ Attention span- 8 seconds
- ✓ Task hop
- ✓ Competitive & individualistic
- ✓ More personal approach



*Does a fine tuned filter equate to analysis?*

# Gen Z Behaviors Impacting the Australian Work Environment



*Digital Integrators*

**5 HRS 4 MINS**

Internet use/day



**87% watch 27  
hrs/month**

**Top mobile app  
(91% SM users)**



**4 million accounts  
(19% SM users)**

**749,000,000+  
Apps downloaded**



# Gen Z Behaviors Coming to the Work Environment

- ✓ Early adopters of technology
- ✓ Not afraid to fail; fail fast
- ✓ Work life blend
- ✓ Hyperconnected, pragmatic realists
- ✓ Self-initiated education
- ✓ Confident in their prospects & ambitious in career plans
- ✓ Keenly aware of forces beyond their control, not naïve

*Gen Z mantra: good things come to those who ACT*

# Top Leadership Qualities Gen Z Seeks in the Workplace

- ✓ honesty
- ✓ transparency from those in charge
- ✓ authentic workplace environment



# Critical Skills Required by the National Intelligence Community

- ✓ Writing clearly & concisely
- ✓ Critical thinking
- ✓ Briefing
- ✓ Working collaboratively
- ✓ Problem-solving
- ✓ Data analysis



*Does Gen Z have the basic skills required?*

# How to Attract GEN Z to the IC Workplace

- ✓ Engage in person
- ✓ Digitize Recruiting
- ✓ Internships/Co-ops
- ✓ IC Adjunct faculty
- ✓ Start early!





# Retaining Gen Z



“Talk more about what the team culture is like... who are the people who take care of you, look out for you and really support you.”

# What are you willing to change for Gen Z?

53% of Gen Z fear they won't find a job that matches their personality.

*How will the IC support "fit"?*

94% of Australian teens go online daily & 24% are online "almost constantly."

*How do we effectively leverage that to conduct our missions? What are the risks?*

Gen Z seek information from multiple perspectives & make personal decisions on which is more credible, entertaining, or interesting.

*How will we train Gen Z to think, read, & write critically?*

Generation Z bring egalitarian values to their work.

*Does the IC reflect, support, and facilitate those values?*



# Questions?

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