

Coaching the Gen Z Competitor

Before We Get Started

Remember to register your attendance and complete session evaluations.

Session numbers are in your program.



Attendance



Online Handouts



Session Evaluations

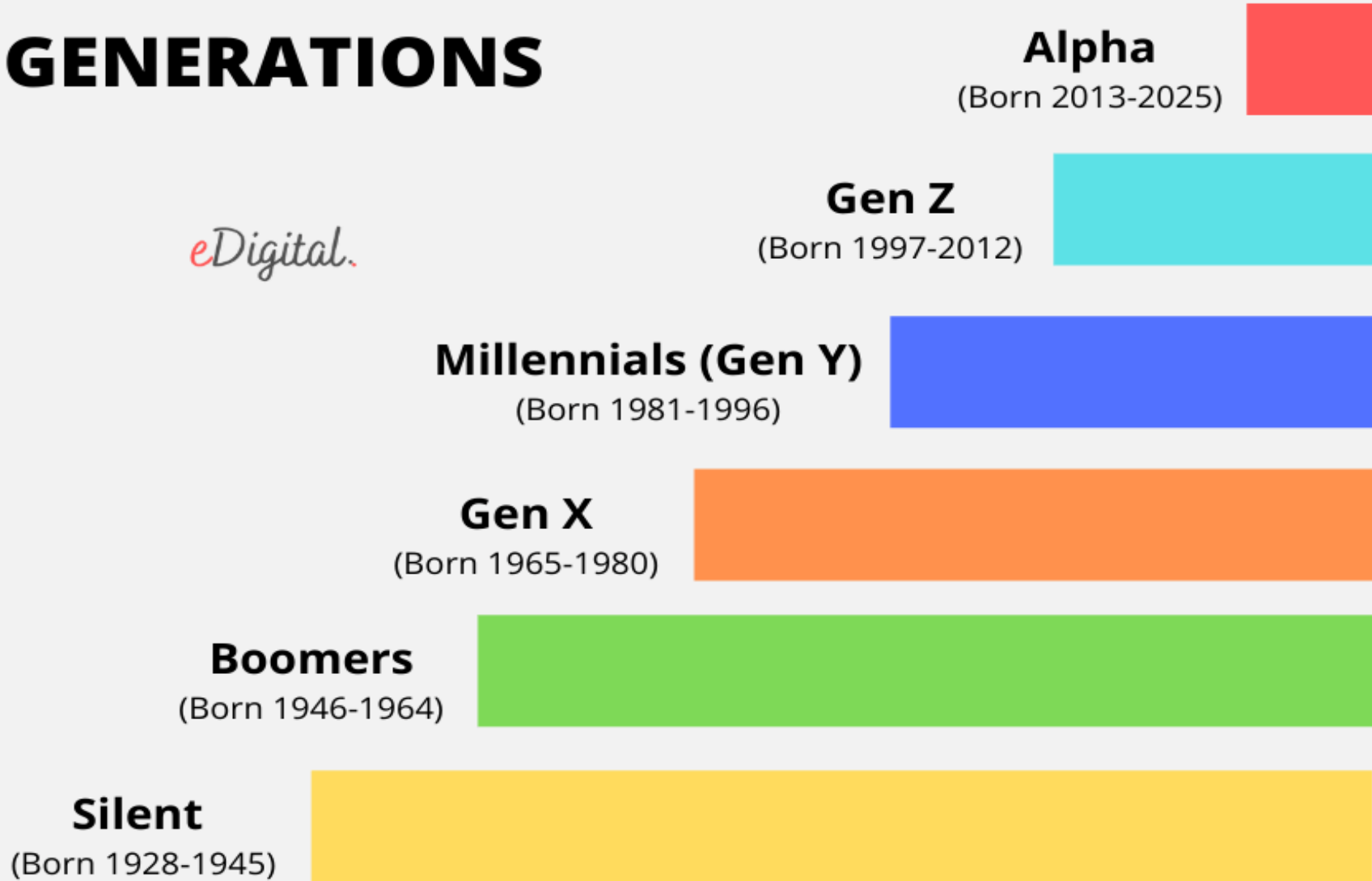
What frustrates you about your competitors?

- ▶ Short attention spans
- ▶ Inability to accept criticism
- ▶ Constant need for validation

Welcome to the Gen Z student!

GENERATIONS

eDigital.



7 Characteristics of Gen Z

- ▶ Digital natives
- ▶ World has never been safe
- ▶ Accepting
- ▶ Health - conscious
- ▶ Value Privacy
- ▶ Worried about future
- ▶ Child - Adulthood line different

Meeting the Challenge as their Coach

Coaching Strategies to Adapt to the Gen Z by Betsy Butterick

- ▶ Attention Span
- ▶ Skim-Read
- ▶ Chat-Based
- ▶ Co-Create

Meeting the Challenge as their Coach

Coaching Strategies to Adapt to the Gen Z by Betsy Butterick

- ▶ Data-Driven
- ▶ Honesty & Immediate Feedback
- ▶ Instant Gratification

CREDITS

- ▶ *Graphic: edigitalagency.com.au*
- ▶ *<https://www.oxford-royale.com/articles/7-unique-characteristics-generation-z/>*
- ▶ *Betsy.Butterick.com*