

behind the mask OF THE NEXT GENERATION

Facing a New Reality and
Illuminating a Path Forward



FACING A NEW REALITY

By age definition: Gen Z (Born 1996 – 2010)
& Millennials (Born 1980 – 1995)

COVID-19 Pandemic is a defining moment for the Next Generation

with a profound impact on how they live and
view the world. As many are at a pivotal point
in their lives, they find themselves having to
shift their expectations, feelings, and
perceptions of the world.



A **defining moment** is a point
in your life that...

*Makes you take pause and
forces you to ask why*

*Challenges your beliefs and
changes how you view things*

*Requires new behaviors and
creates a lasting imprint*



NUMBING TO A NEW NORMAL

Numbing to stalled progress
and sense of purpose

“I feel like I’m wandering around
with no purpose.”

Craving independence, career
opportunities, and certainty
of the future

“Now I feel stuck and I wish
my life had some sense of
normalcy because I can’t even
start my job. I wish I could be
more independent.”



YIN-YANG DICHOTOMIES

Constant state of tension
and emotional divide

“We all want our lives to go back to
normal...But we aren’t ready.”

“I feel that I can make my own
decisions and go do things...But I
would feel so guilty if I got ill and
brought it home to my parents.”



CONSCIOUS STATE OF “HOW TO BE”

Second guessing what is right
versus what is wrong

High self-awareness of how
actions impact others

Conflicting views cause
tension in public environments



CORONACOASTER OF EMOTIONS

Experiencing a variety of
emotions (Denial, Fear,
Anxiety, Optimism)

Feeling stuck entering a
tunnel of uncertainty



THE SILVER LINING

Deeper appreciation
of relationships

Pause to reconsider priorities

Enjoyment of simple pleasures

Realization that pandemic is
bigger than just yourself



MAKE IT WORTH IT



BUILD MY TRUST



JUSTIFY THE EXPERIENCE



GO ABOVE & BEYOND

next gen advice to brands and businesses



Take it Seriously

Employees matter... even more!

Earn my respect & trust by ensuring
your employees are safe

“To me it ultimately boils down to how seriously a place is taking safety precautions.”

Reenergize a Sense of Community

Opportunity to unify together

Be positive & justify the experience

Go above & beyond to make
us feel comfortable



Actions Speak Louder Than Words

Be transparent about safety measures &
provide a preview of the experience

“It would be good if businesses shared on social media how they were complying with local rules and regulations. I haven't seen anyone really do that.”

Willing to pay more for extra precautions

Actively illustrate commitment to safety
procedures to build trust

Don't underestimate the “clout” or power of
social media to communicate

Emails lose my trust and feels like a cover-up

“Honestly, something as simple as a video on TikTok or an Instagram story would be great. They're convenient, accessible, and not nearly as time-consuming as other forms of communication, like a lengthy email...trying to cover themselves for liability reasons.” – Emily

Respond

to current challenges
of the New Normal

Reset

emotional mindset &
understand pain points

Renew

business strategies to meet
consumer expectations