

Capacity Building for the Future

How to Attract Generation Z!



Dr Katarina Graffman

Generations!

5 Generational Workplace



Veterans

- Over 61 years
- Experienced
- Loyalty to company
- Appreciate sacrifice
- Job for life



Baby Boomers

- 46 – 60 years
- Great dedication to work
- Ability to forge their career built on upward mobility
- Commitment



Generation X

- 35 – 45 years
- Open minded
- Appreciate diversity
- World citizens
- Competitive



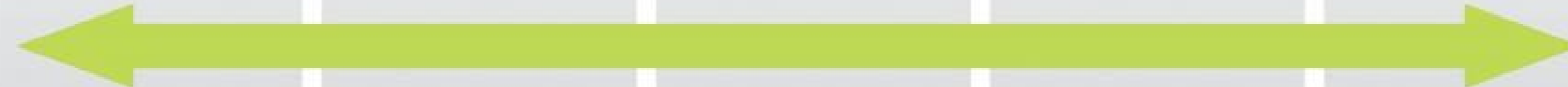
Generation Y (Millennials)

- 24 – 34 years
- Career path determined by switching roles frequently
- Keen on mobility
- Socially vocal and aware



Generation Z (Digital Natives)

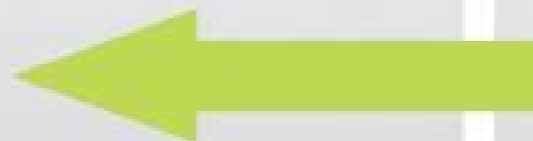
- Under 24 years old
- Critical and selective
- Career multi-taskers
- Technology is intuitive





Veterans

- Over 61 years
- Experienced
- Loyalty to company
- Appreciate sacrifice
- Job for life



Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



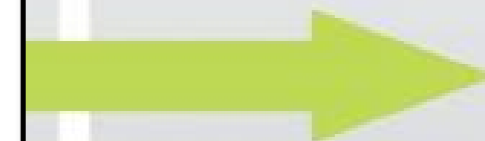
Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Generation Z (Digital Natives)

- Under 24 years old
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- Technology is intuitive



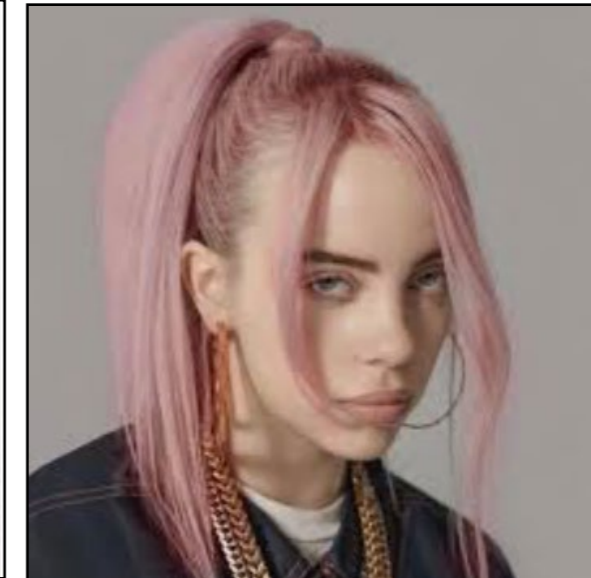
Gen Z (up and coming Gen Alpha) map

Alternative

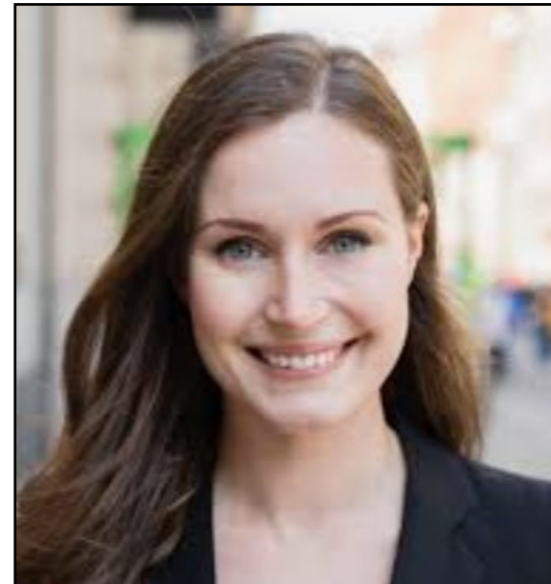
Rebellion



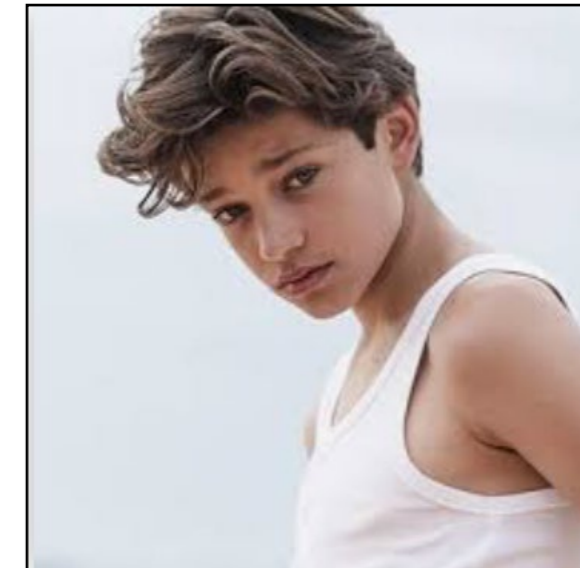
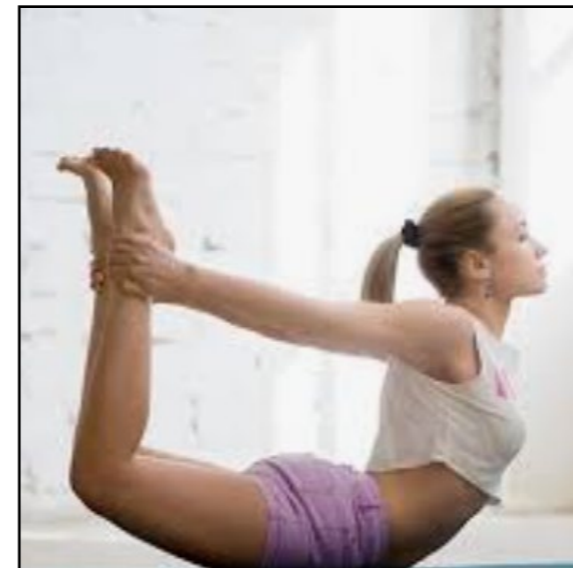
Provocation



Leadership



Strive for perfection



Straight

Social

Individual



Svaret finns i din tv

Antropologerna rycker ut när marknadsundersökningar inte längre är att lita på

BILEN STANNAR UTANFÖR en medelstor villa i Bålsta nära Stockholm. Det är torsdagskväll och vi ska titta på tv med familjen Kjellén. Katarina Graffman har suttit i familjens tv-soffa förut, närmare bestämt drygt 40 timmar har antropologen tillbringat med Lotta, Ulf och deras tre barn framför tv:n.

"Tv är ett känsligt område, människor säger ofta att dom ser på vissa tv-program även om de inte gör det. Nyheter och dokumentärer är status, men det är svårare att få folk att berätta att de faktiskt tittar på dokusäpor."

Familjen Kjellén ingår i den etnografiska studie som Katarina Graffman gör för en känd tv-kanal. Katarina och hennes medarbetare observerar människors tv-tittande – själv sitter Katarina i tre familjer i mellan 40 och 50 timmar per familj – och med konsumenternas verkliga beteenden i näven kan sen tv-kanalen anpassa sitt utbud.

"Det är stor skillnad på vad människor säger att de gör och vad de faktiskt gör", konstaterar Katarina Graffman.

Ett faktum som gång på gång visar sig under undersökningen är att familjen Kjellén.

Lotta Kjellén öppnar dörrarna till sin bostad som en extra familjemedlem, hon är rak och smalar på ögonen och ler sig i tv-soffan. Klockan är halv nio och det är stort stök i rummet.

Lotta och Ulf berättar vad de ser på svenska tv, dokumentärer och filmer, engelska deckare, nyheter. Tv-kvällen börjar mycket riktigt just så – efter ett meningsutbyte om vem som ska ha makten över fjärrkontrollen. Lotta vill se Robinson-Emma och *Dolce Vita* på Kanal 5 men Ulf tar raskt tillbaka fjärrkontrollen och byter till SVT2, Utbildningsradions *Ramp*. Där blir de kvar. Ulf tittar med stort intresse och pratar samtidigt om Myrdals ideologi, som han tycker var snarlik nazismen eller kanske kommunismen, "ändå var det ett klassamhälle – skitskamt".

"Det här med kritik mot folkhemmet, det har svenskarna svårt att svälja", ler Ulf och fortsätter:

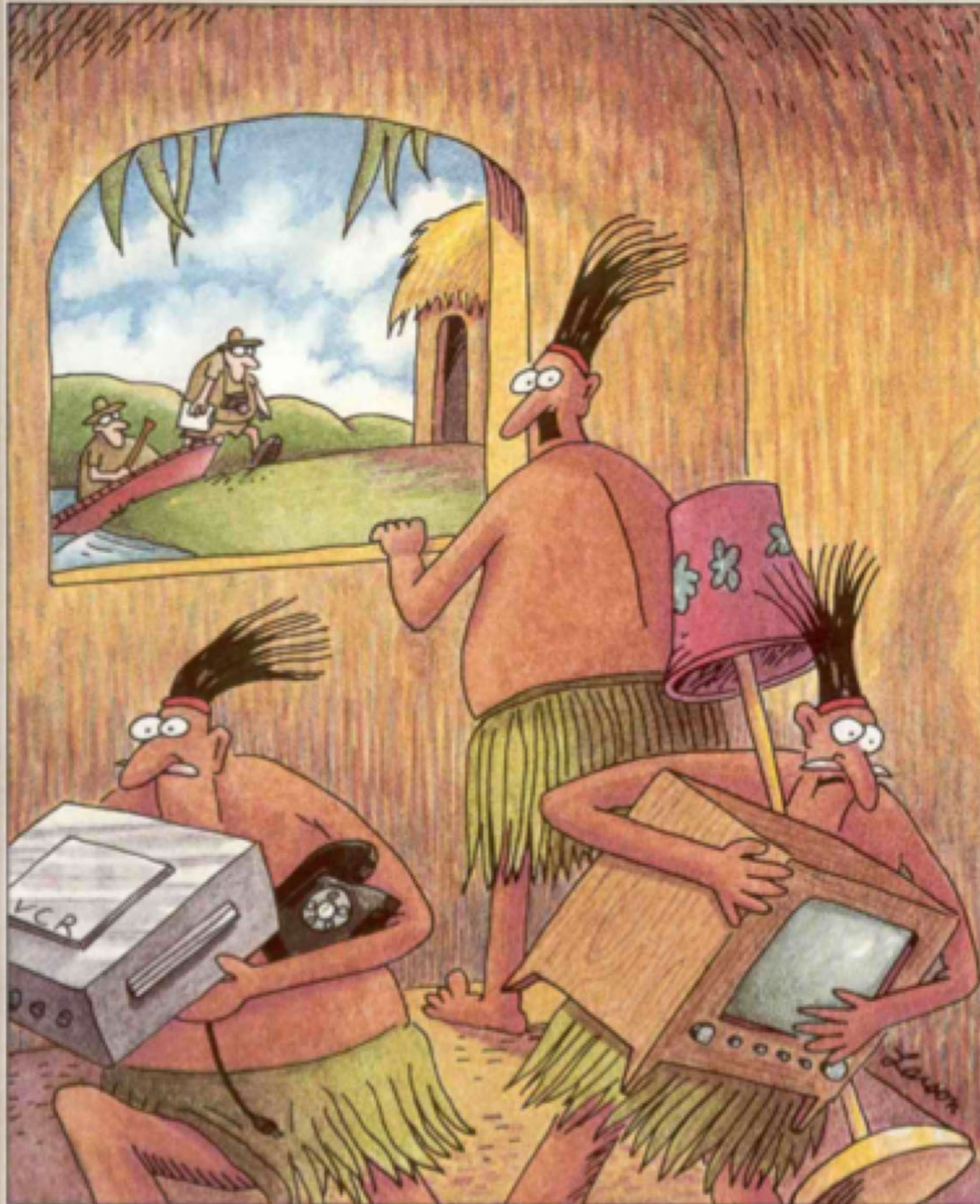
"Vi ser väldigt lite på TV3, det finns inga bra program."

"Vi ser väldigt lite på TV3, det finns inga bra program."

"Hmm...
Det där är ju
Hasse Aro i
Efterlyst."

anthropologist

MYSKLÄDER PÅ.
Antropologen Katarina Graffman är hemtam i familjen Kjelléns tv-soffa. Hon har spenderat mer än 40 timmar där när hon tar marknadsundersökningen till sin extrem.



"Anthropologists! Anthropologists!"

People don't say what they think, don't know what they feel and don't do as they say.

Katarina Graffman

Founder Inculture, PhD Cultural Anthropology

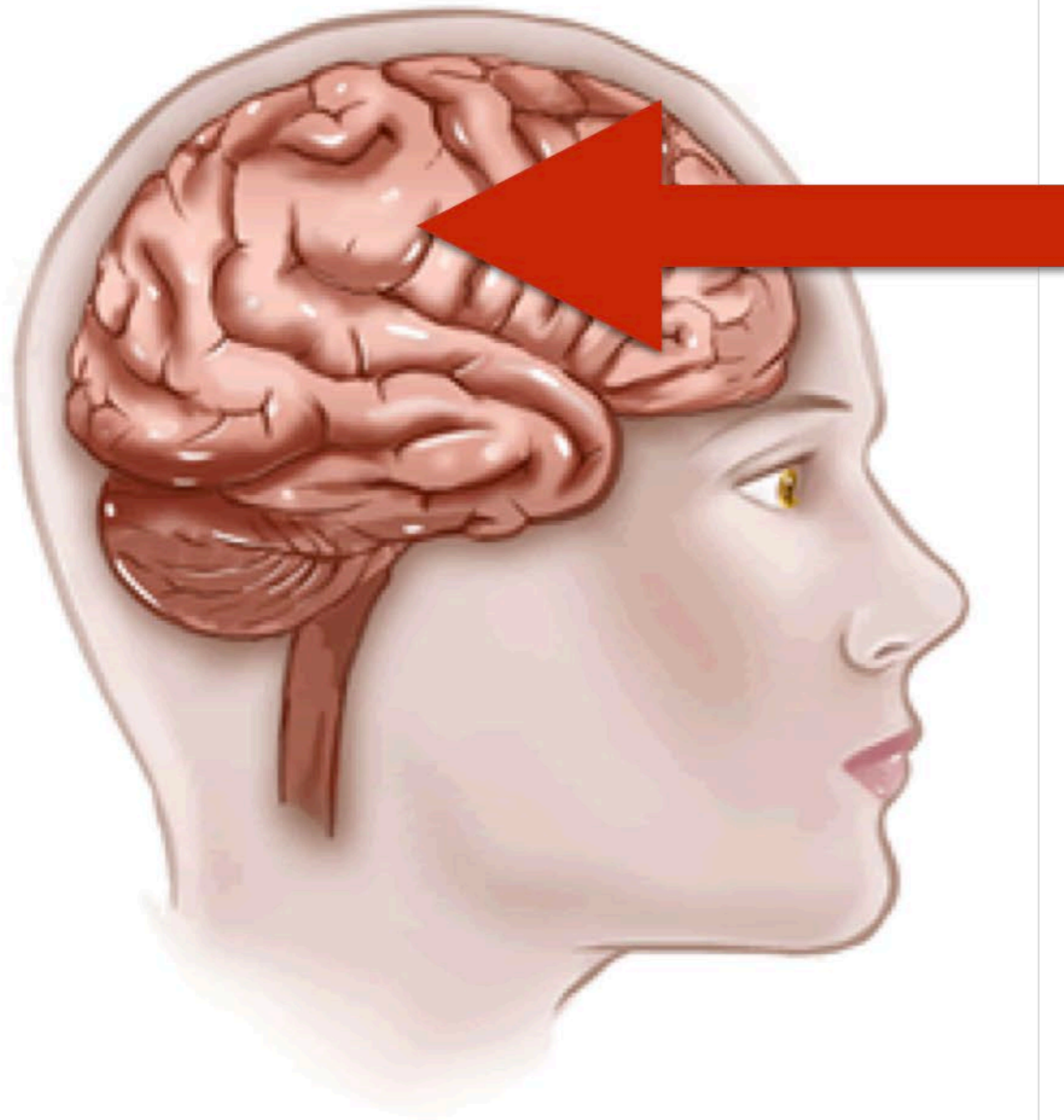


research society

or

anxious society?

The information based perspective



Basic assumption that is toxic:

We think we have access to peoples' inner state.

Customer Service

Excellent

Good

Average

Poor



What Gen Z Considers the Most Important Signs of Success

26%

A happy family

24%

Finding your purpose

22%

Loving your job

20%

Freedom to live life as they please

19%

Helping other people

18%

Making the world a better place

16%

Having an impact on the world

15%

Making lots of money

What C

ccess

26

0%

A hap
fam

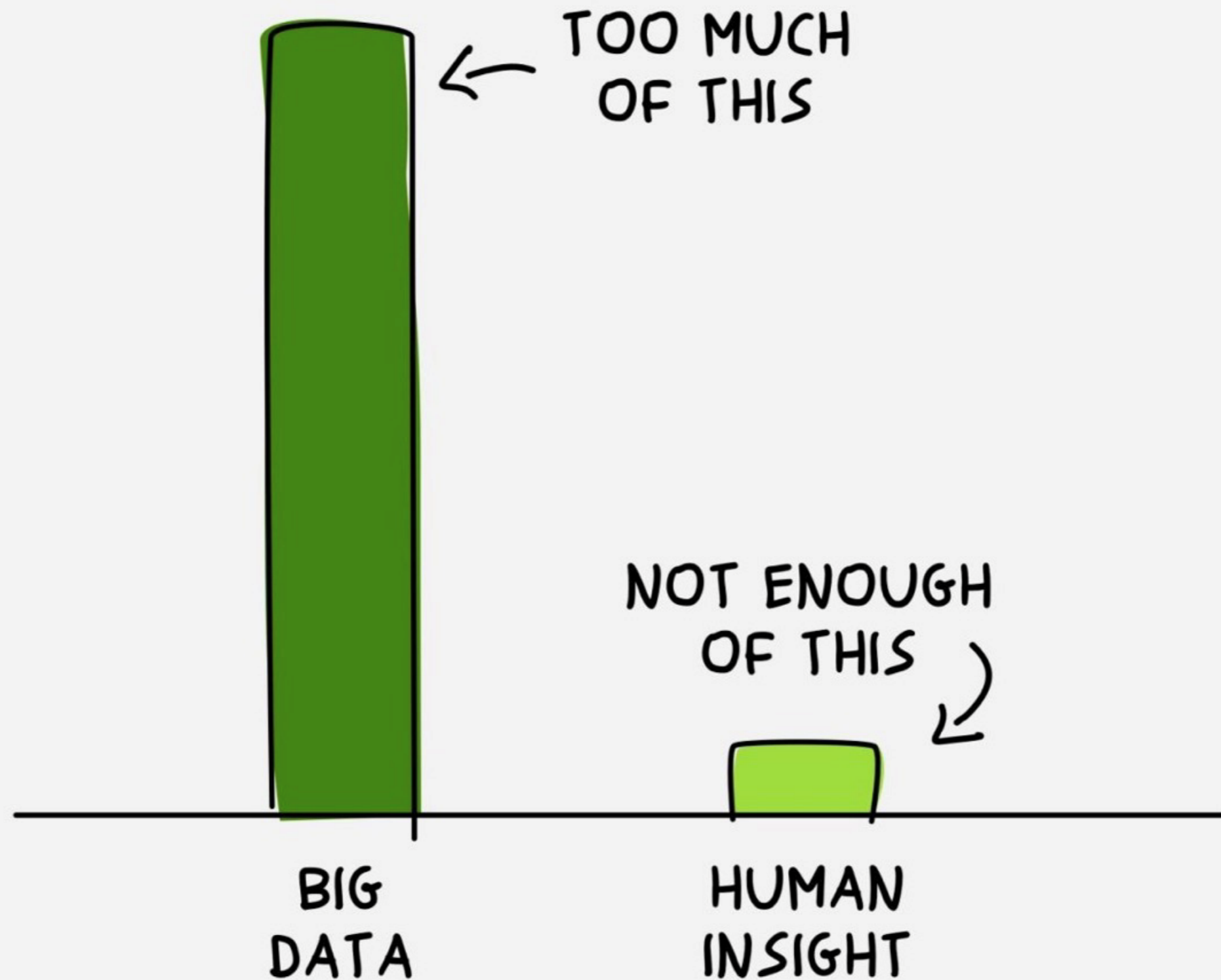
m to live
ey please


19

5%

Help
other p

ng lots
money



An iceberg floating in the ocean. The tip of the iceberg is above the water surface, and the much larger base is submerged. The water surface is a horizontal line. The sky is dark blue, and the water is a deep blue. The iceberg is light blue and white. The text is white and cyan.

Information
Policies and procedures
Financial resources
Technology

The cultural iceberg

Beliefs
Assumptions
Perceptions
Attitudes
Feelings

Group norms
Values
Informal interactions

**The way we say we
get things done.**

**The way we really get
things done.**

What's behind the figures?

2 cultural trends





Materialistic



YOU
CAN
HAVE IT
ALL







Generation Greta?

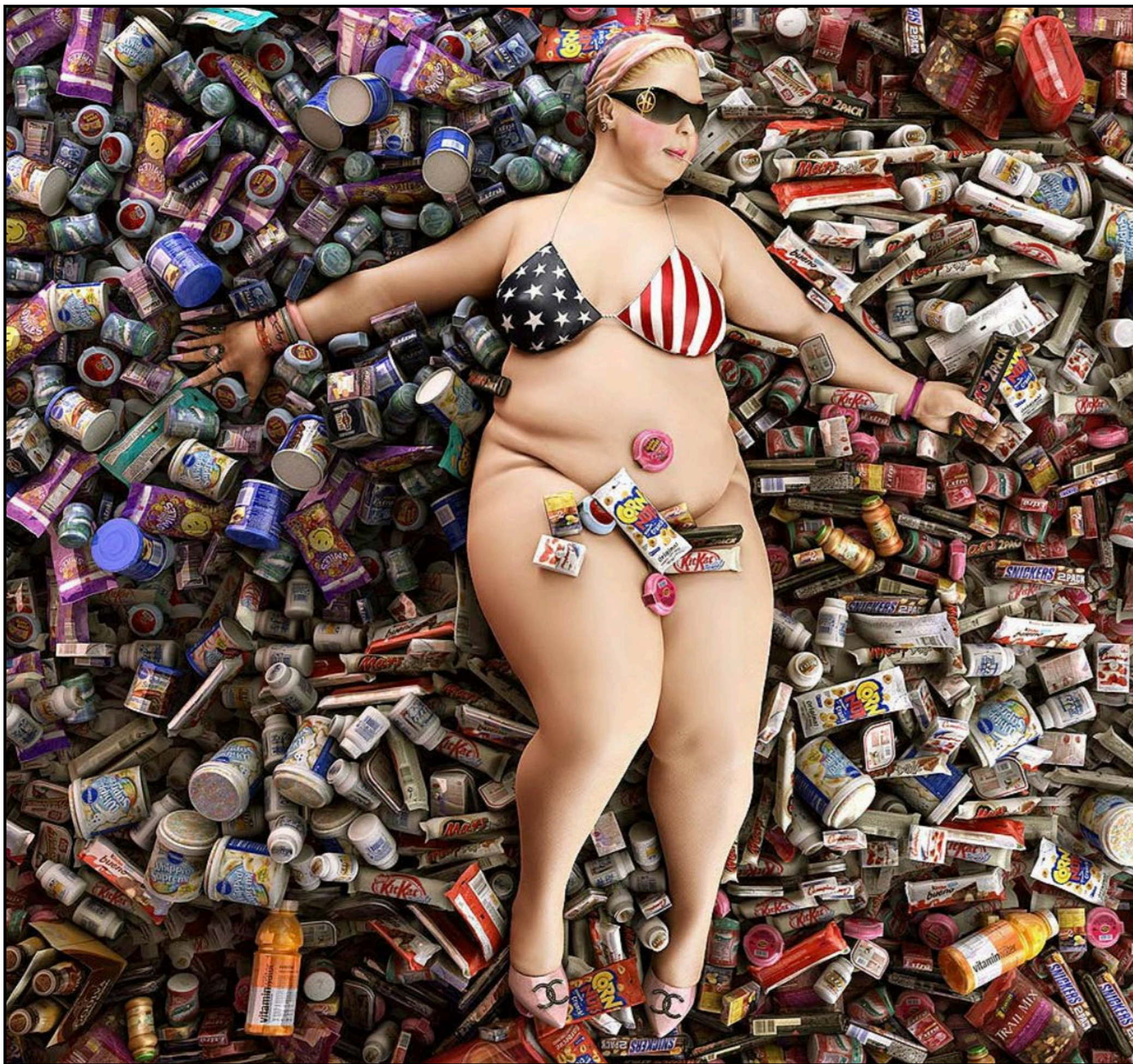


MAKE THE
WORLD

GRETA AGAIN

Politicians! Take your responsibility
NOW IS THE TIME!





Hyperconsumption

The consumption of goods beyond ones necessities and the associated significant pressure to consume these goods, exerted by social media and other outlets as those goods are perceived to shape one's identity.

A consumerism for the sake of consuming!

Consumer culture

MONEY



CONSUMPTION

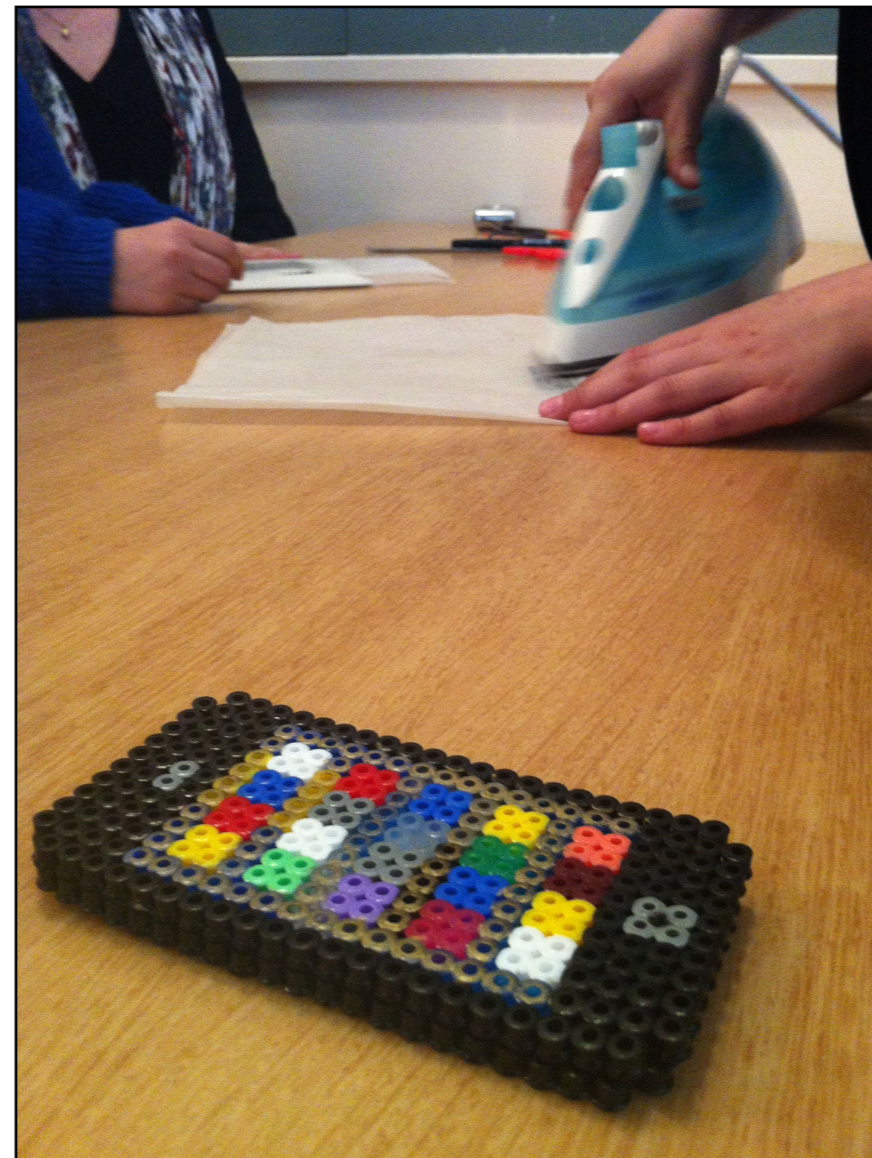
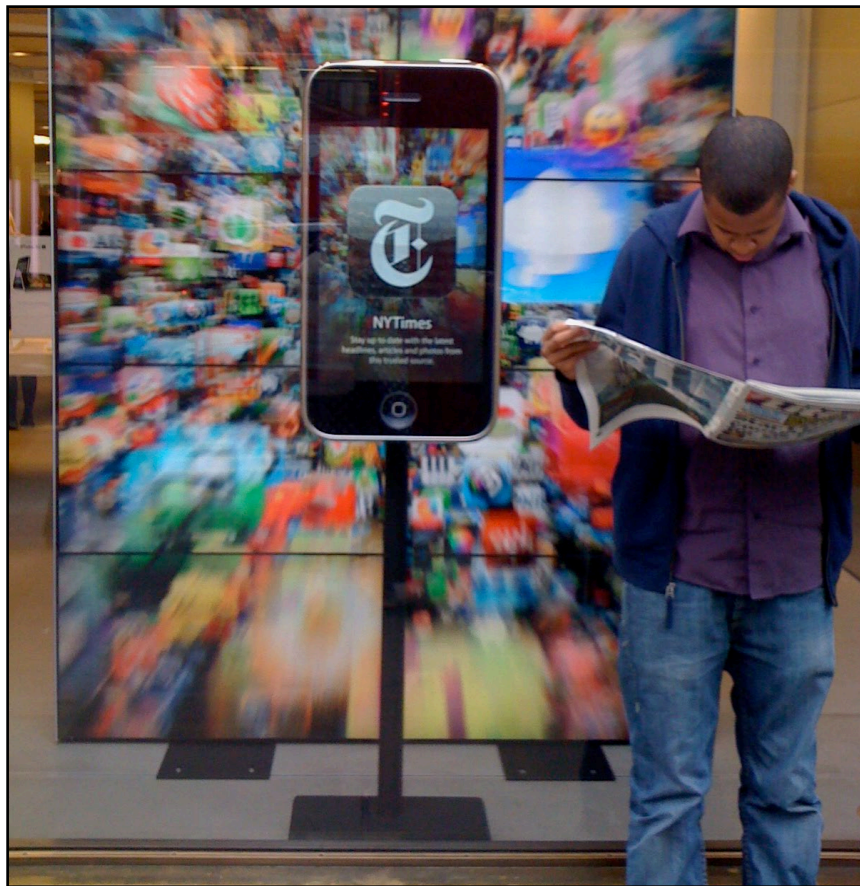
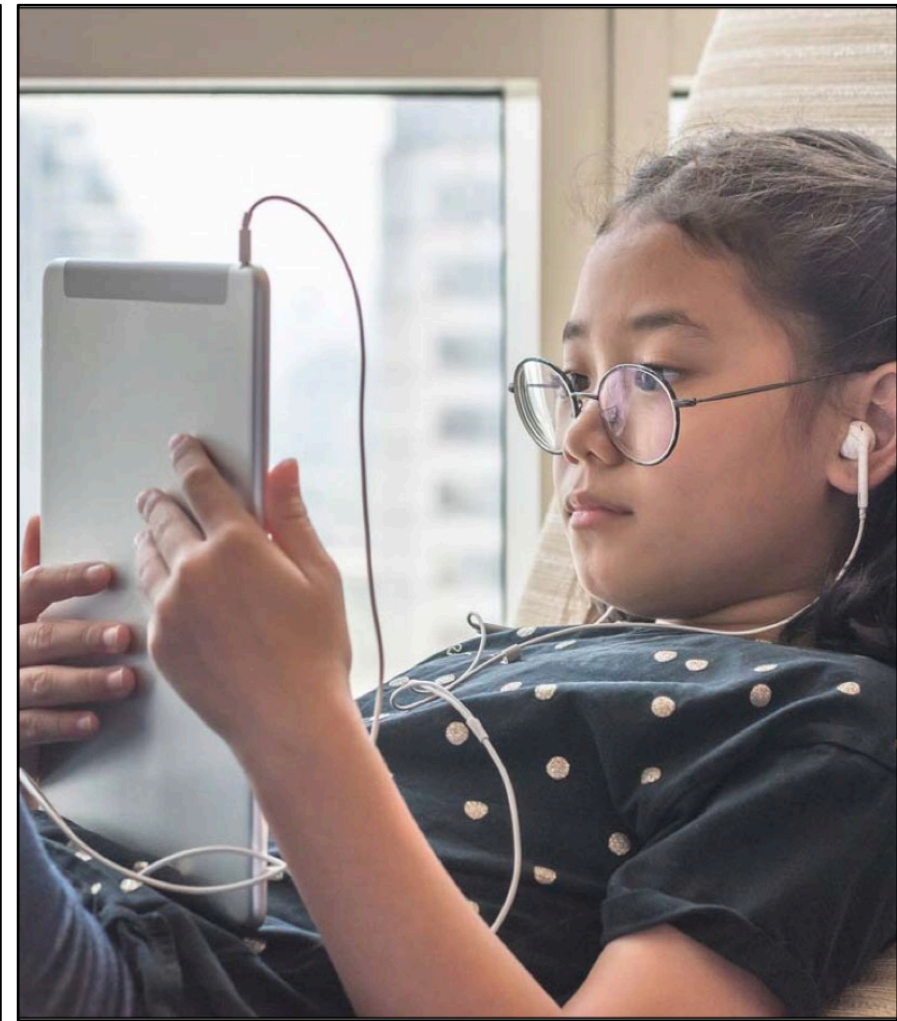
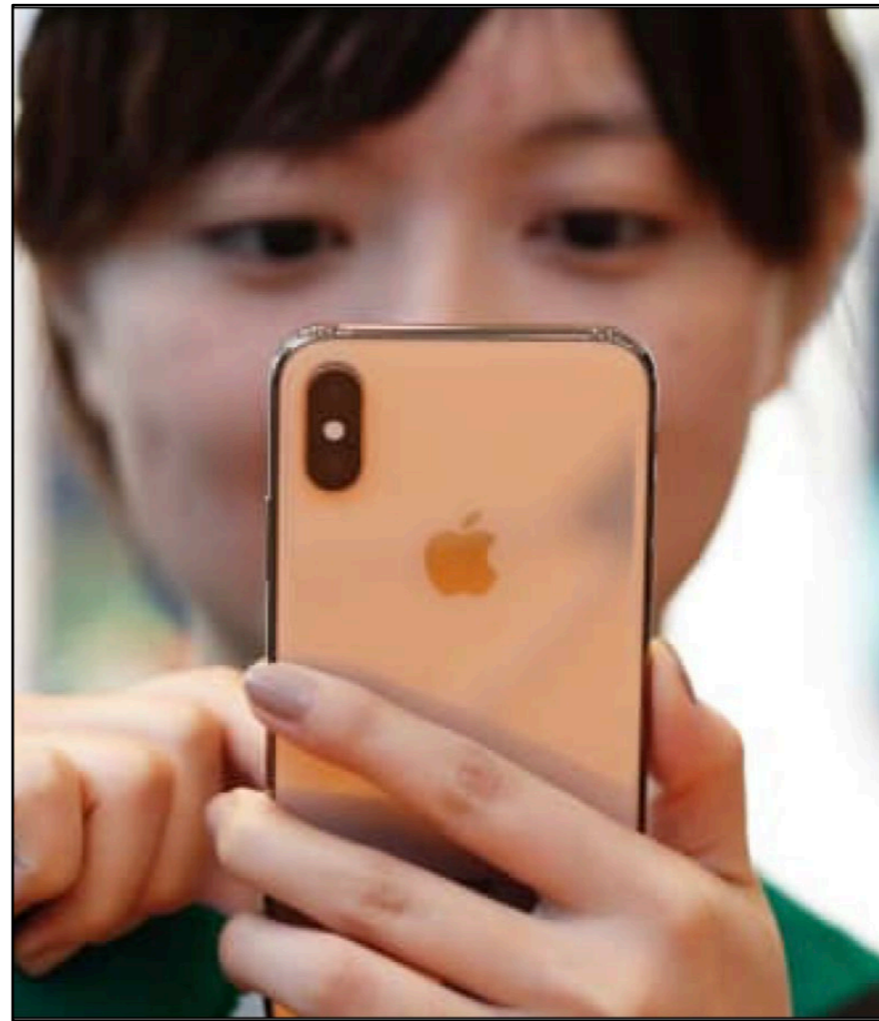


IDENTITY



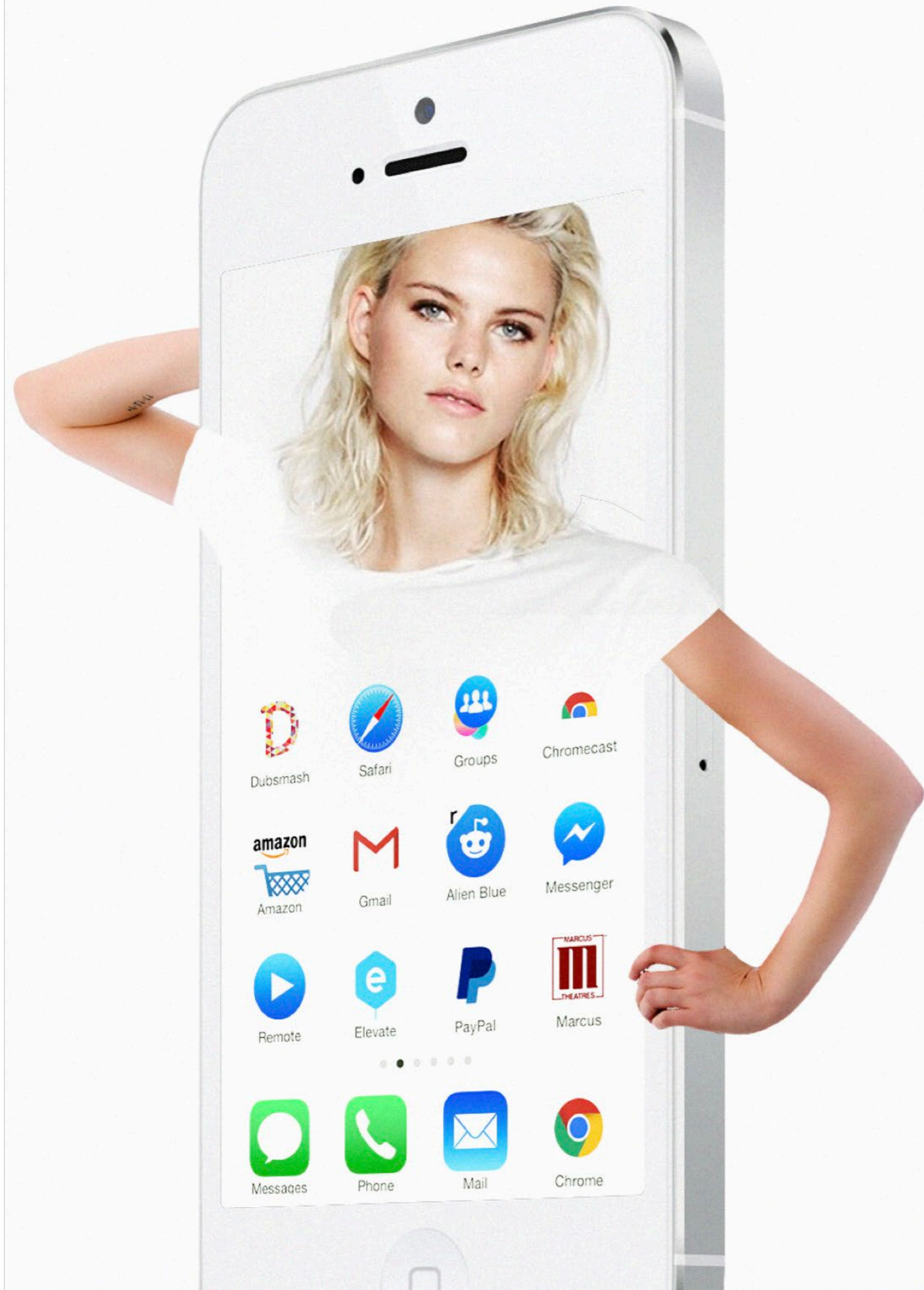
STATUS

Digital culture





”bodily extension”



**The digital is me
I'm digital**

MY WORLD WHEN
MY PHONE HAS BATTERY.



MY WORLD WHEN
MY PHONE RUNS OUT
OF BATTERY.





Recommendation society

DREAMS
ARE FREE

Digital culture

What?

A close-up photograph of a young girl with her eyes closed, looking down at a black mobile phone she is holding. She is wearing a purple headscarf and a red and white patterned shawl. The background is a soft, out-of-focus beige color.

Cellphone

Digital culture

How?



Digital integrity

Digital culture

Whom?



Influencers



kimkardashian

Follow

616k likes

37w

kimkardashian Follow @kbeautyhair because I'm taking over the Instagram today at 12pm PST. I'll be sharing some of my favorite hair looks from the past! Meet me over at @kbeautyhair at 12

view all 4,014 comments

shoooooooooooo9121 Ilov you kim

isa__parodis2 Kajajajajajaj @mf__pg usa pura extensión

mf__pg @isabela_parodis2 Yyyyyy?😂😂😂😂

jdcorresano Don't act like you do ur hair lmfao

author__unknown That big pimple on top of her head proves nobody's perfect

psychedelic.ry So beautiful 🥰

_a_z_i_x_1990_ @shimamalekiiii

povictoria PARECE A ANITTA

@alien_royo

Trustworthy lighthouses

SKOLSTREJK
FÖR
KLIMATET



What is a job?

THEN / NOW

My salary

My satisfaction

My boss

My bonus

My work



FUTURE

My meaning AND salary

My development

My coach

My continuous progress

My life



Finally

If you want to understand how a lion hunts, don't go to the zoo. Go to the jungle.

Kevin Roberts, CEO Worldwide Saatchi & Saatchi



dr katarina graffman

3 recommendations

ONE: Don't think "new employes" - think humans instead if you want to create meaning in their lives. Do careful research!

TWO: Embrace the fact that people in Gen Z are affected more by their social groups than by your marketing communication.

THREE: Be an ethnographer now and then and get real time self-experienced insights that translates into constructive business and leadership strategies.





thanks

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dr katarina graffman

Dr Katarina Graffman

Katarina Graffman holds a PhD in Anthropology and is a pioneer of consumer anthropology in a commercial context in Sweden. She is the founder of Inculture. Inculture's tools are simple but the practice is complex. It consists of digging for something with unknown shape, color and size. The research takes place wherever, whenever as reality is her lab. Ethnography is superior to shape the future by acting today.

She has worked with clients as Volvo, IKEA, SCA, Danone, Skanska, Björn Borg, Swedish Radio/TV and BBC Scotland to help them understand consumers' behaviour and preferences in order to develop products and marketing strategies.