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OVER the past two years, there has been much talk on the millennials, also known as Generation Y (Gen-Y).

Every week we read or hear of new studies, articles and talks on Gen-Y – so much focus has been pressed on this generation.

A recent [research](#), by marketing blog, Marketo, suggests that the reign of the millennials may be coming to an end.

There is a new generation on the rise. I introduce to you, Generation Z (Gen-Z).

Born between 1996–2012, Gen-Z grew up in a time of uncertainty, a post-9/11 world, times of economic recessions, increased racial diversities, and reversed gender roles.

Gen-Zs are more matured, self-directed and resourceful.

Here are some interesting points that came out from Marketo's research on Gen-Z:

2. GEN-ZS ARE DRIVEN WORKERS

76% wish their hobbies would turn into full-time jobs.

80% of high school students believe they are more driven than their peers.

72% of high school students want to start their own business someday.

1. GEN-ZS ARE ADEPT RESEARCHERS

33% watch lessons online.

20% read textbooks on tablets.

32% work with classmates online.

3. GEN-ZS ARE DO-GOODERS

60% want their jobs to impact the world.

26% of 16- to 19-year-olds currently volunteer.

76% are concerned about humanity's impact on the planet.

MAKE WAY FOR GENERATION Z

THE RISING YOUTH

Although it may be easy to assume that Gen-Zs seem too engulfed in entertainment and the world of social media, research and studies have shown that this group is getting larger and more [influential](#).

This is [evident](#) in recent news all around the world of teenagers standing up and fighting for what they believe in, [inventing devices](#), machines, and coming up with new ideas as solutions to fix the problems they see. This is a generation of hope. It is time to leverage on the potential they have to offer and help them achieve what they can, by providing platforms for them to make a difference.

"The youth is the hope of our future."
— Jose Rizal

■ *Hyma Pillay is Operations Leader for the Leaderonomics Editorial team. She has a soft spot for young children and youth, and is passionate about developing and bringing out the best in them to help them be great leaders in their own communities. You can email her at hyma.pillay@leaderonomics.com. For more articles by Hyma, visit www.leaderonomics.com*

A LITTLE PUSH

THE Leaderonomics Youth Team has been dedicated to creating these platforms for our youth through various initiatives such as leadership camps, clubs and programmes.

For the first time, Leaderonomics has partnered with ECM Libra and EPSOM College in Malaysia to develop and run a leadership programme for under-privileged youth in Malaysia.

The [SPARK Leadership programme](#) works to provide an opportunity to deserving students from all over Malaysia to discover their true leadership potential and challenges them to apply their newly learnt leadership skills to community projects that will make a difference in their communities.

THE LEAD CHALLENGE

SPARK aims to help participants develop their attitude, self-awareness, critical and creative thinking, communication, and confidence through the LEAD Challenge.

Here, the participants will be divided into teams, with each team allocated a sum of cash to design, develop, and execute a live community project for the duration of the programme.

This challenge is specially designed to ensure that participants can quickly apply the things they have learnt throughout the programme, and are able to integrate these skills and principles into their personal leadership journey.

PITCH TO WIN

This year, ECM Libra Foundation is offering five lucky winners a "Leadership Ticket" to attend SPARK Leadership Programme, held at Epsom College from Dec 14–23, 2014.

Contestants are to give an "Elevator Pitch" (three minutes pitch) to a panel of judges, answering the following question:

"Name one problem your school/community is facing. In your opinion, what is the one thing you can do to help fix this?"

The SPARK Audition will be held on Nov 22, 2014, 9am–5pm, at the [Leaderonomics office](#).

Details will be sent via email once your registration is confirmed.

To stand a chance to win, simply go to <http://leaderonomics.org/reg/spark2014/>

To register for the SPARK Audition, download, fill out, scan and return the form to spark@leaderonomics.com

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