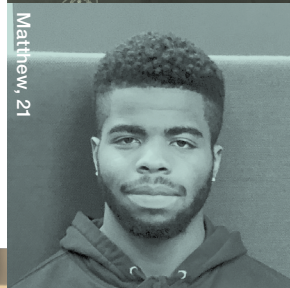


Embracing Gen Z

Your New—and Future—Colleagues



Born and raised in the age of digital technology, Generation Z has never known life without cell phones or the internet. Often referred to as “digital natives,” they comprise about 20% of the population in the U.S.¹ and Canada² and will soon surpass Millennials as the largest generational cohort globally.³ However, they aren’t simply “young Millennials.” They represent the dawning of a truly new generation, and their differences show up in their views on both life and work.

Spanning the ages from 10 to 25, the oldest Gen Zers have begun to enter the job market. With their unique perspective and passion for making a lasting difference, we can count on them to leave a major impact not only in the workplace, but on the world.

At Knoll, we wanted to get to know them better. Therefore, we set out to obtain a greater understanding of Gen Z as a generation and—more importantly—as individuals. We firmly believe that the organizations who understand “what makes them tick” will be better positioned to help them thrive.

As you’ll see, they are similar in many ways to each other and to those of us who came before them.

But while they share commonalities to each other (and to us), as they told us their stories we also learned more about what makes them unique.

Understanding this newest workplace generation will inform the decisions we make in terms of logistics and work culture. Like all of us, our youngest colleagues want to make their own mark in the world—and we are certain that getting to know them will help us foster their ability to do just that.

Who is Generation Z?

Characteristics of the Generations

The values, attitudes and expectations of each generation vary widely depending on the social and economic environment that shaped their life experiences.

To start, Gen Z is the most ethnically diverse generation in U.S. history—in fact, 48% identify as non-White.⁴ Born between 1995 and 2010, the oldest is 25 and the youngest is 10. This means they'll be aging into the work environment for the next decade and beyond.

Gen Z is also well-educated. In fact, one in two will have a college education, up almost 20% in just one generation.⁵ They're also mobile—and are predicted to work 18 jobs, have six careers, and live in 15 homes in their lifetime.⁶ That means they may switch jobs about every 2½ years and careers every 7½ years!

These digital natives spend 7½ hours a day in front of a screen, multi-tasking with an average of five devices/platforms at once.⁷ But technology is not just for fun—it's also for connecting with classmates and teachers, posting philanthropic or entrepreneurial ideas, and more.

And with their first-hand experience in environments where equity, diversity and inclusion are the norm, they have similar expectations for tolerance in their future workplace. Their experience with diversity also makes them unashamed and open about coping with depression, anxiety and neurological differences ranging from ADHD to spectrum disorders, which will carry over into their working environments, too.

The good news is that despite the differences in the world of their youth, they are very much like us in many ways. There is no "one thing" that defines them; rather, they each have issues and activities they are passionate about.

So hello, Gen Z. We're excited about crafting the future of our workplace. Together.



THE SILENT GENERATION

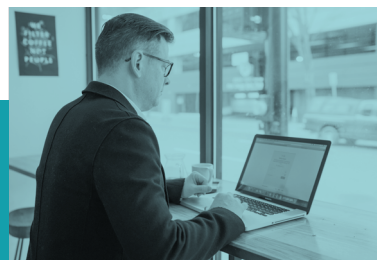
Born before 1946

Characteristics:
Self-sacrificing
Respect for authority
Dedication

BABY BOOMERS

Born between 1946–1964

Characteristics:
Competitive nature
Focused
Goal-oriented



MILLENNIALS

Born between 1979–1994

Characteristics:
Confident and social
Strive for greater good
Value freedom and flexibility at work

GENERATION Z

Born between 1995–2010

Characteristics:
Entrepreneurial
Embrace wellness and balance
On the cusp of writing their own stories



GENERATION X

Born between 1965–1978

Characteristics:
Self-reliant
Pragmatic
Thrive on work-life balance



Identifying Commonalities

We spoke with more than 60 Gen Zers from across the United States. Our analysis not only gave us insight as to what might inspire them in the work environment—but our conversations moved us in ways we had not expected, too.

As we conducted and parsed this research, some common themes emerged. We identified five areas that helped to define this remarkable generation: Gaming, Gender, Gigs, Giving and Green—or, what we are calling the 5Gs. Our exploration of the 5Gs increased our understanding—and we invite you to consider this insight, too. Applying these learnings will help inform the future of our workplaces.

• Gaming

Some of us might think of gamers as bleary-eyed teens who play for hours in their parent's blacked-out basement, surviving solely on Cheez-its, cold pizza and Mountain

Dew. However, according to the many avid players we spoke with, that perception does not equal reality.

Video gaming, and not just console gaming, has seen massive growth in the last ten years with 66% of Americans over the age of 13 reporting playing video games.⁸ With mobile gaming options, Generation Z has grown up in a world where they can game on the go. Gaming stems further than just solo entertainment as it also serves as a source for social connection, especially through multiplayer games that connect players in real time. It has even become a competitive team sport in which there are over 25.7 million eSports viewers in the U.S.⁹ And, video game concepts are also making their way into learning spaces as gamified learning experiences become more common, but also as gamification is being applied to non-digital settings. Gaming elements, both digital and not, can also have positive effects on motivation, happiness and productivity, skills Gen Z can use in their future workplaces.¹⁰

• Gender

Generation Z is the most racially and ethnically diverse generation yet. As an inclusive and accepting generation, Generation Z believes gender is a fluid and non-binary identity. Many believe

that society's changing perspective and acceptance of gender identity is a positive thing as it allows people to be more expressive of their true selves.¹¹ The majority of Generation Z believe in equal rights between men and women and are supportive of equal rights for transgender people.¹²

Gen Zers also see growing racial and ethnic diversity as a good thing.¹³ And, when it comes to mental health and neurological differences this generation has a greater openness about their

symptoms and struggles. Gender identity expression, race, mental health and other conversations around how to practice inclusion will continue to arise as Generation Z enters the workplace and finds their fit in their careers.

• Gigs

Gen Zers exemplify the gig economy. Low barriers to entry and an adeptness at learning new skills online has simplified starting businesses that range from Etsy shops to fashion vlogs to sneaker reselling to music streaming. Currently, some 28% of 19 to 21-year-olds make money online, following by 22% of 16 to 18-year-olds and 14% of 13 to 15-year olds.¹⁴

As they look towards their careers, in a study of Millennials and Gen Z, more than 80% of Generation Z indicated an interest in participating in the Gig Economy.¹⁵ With economic uncertainty and job insecurity having been a constant fixture of their adolescent lives, the idea of a job for life may seem unthinkable to many young people. But an entrepreneurial spirit does not mean that all Gen Z team members want to start their own company. Many in Generation Z will seek to use their skills and innovative approach within larger organizations.

• Giving

According to data from the VIA Institute on Character, Kindness has the second highest average character strength for Generation Z. Honesty is number one. This cohort recognizes the privileges in their own lives and there is no doubt that giving back is at the heart of Generation Z. Motivated by passion and wanting to make a difference, they are seeking out ways to give back either through advocacy, activism, volunteerism, invention or entrepreneurship.¹⁶ Even though they are financially conservative and most are not at their highest earning potential, many still support causes they care about through philanthropy as over 40% have donated to charity.¹⁷ If they aren't donating themselves, they might be leading the philanthropy and fundraising initiatives through GoFundMe campaigns or tapping into their social networks to support the causes they care about.

• Green

Multiple studies have found that the environment is one of Generation Z's biggest societal concerns.¹⁸ Not only do they believe leaders should be focusing on policies and programs to protect the environment, they are engaging in personal lifestyle behavior changes to support their beliefs about the environment. From recycling and reusable straws to divestment and conscious consumerism, Generation Z makes environmental issues a priority. As they have committed to these values in their personal lives, we can expect they will bring these ideas and values into the workplace.

Gen Z: In Their Own Words



Ashley, 18



Stanley, 15



Alexandra, 12



Chris, 19



Mike, 17

“Every generation moves the needle a little bit. Just some move it more than others. Do I think the world will ever be perfect? No.

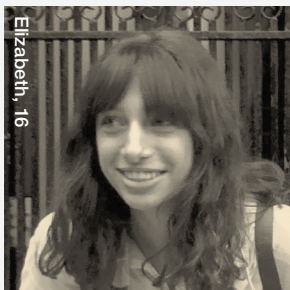
But do I have confidence my generation will bring about larger equity in the world and move the needle more than previous generations? For sure.”

RYAN, 20 YEARS OLD

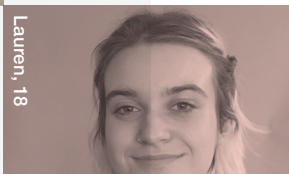
We know that you already know Gen Zers. They are your kids, your neighbors, the afterschool employees in your local shops—and the ones changing the world.

To give you some further insight into them, their stories and their passion around each of the 5Gs, we’d like you to meet some of the individuals we met through our research.

We think you’ll be impressed.



Elizabeth, 16



Lauren, 18

• Gaming



“When I was younger I was ahead two grades on my reading level and my math level, because my mom got me into Jumpstart games. I was typing faster, reading faster, doing math more.”

SERENA, 18 YEARS OLD

INSIGHTS

- 1 Engaging plots and accessibility make video games a relaxing and de-stressing escape for Gen Z
- 2 Immersive challenges foster the thrill of competition found in other team sports
- 3 Collaboration builds strategy and leadership skills—and can even inspire career choices
- 4 The gaming concept of mastering one level at a time teaches process and project management

MAX



Max, 21 years old, was a competitive soccer player—until he was sidelined by an injury. Seeking a replacement for the thrill of competition and teamwork, he turned to gaming. And wow, did he ever! A native

of Sweden, he ended up being recruited for the world’s number two collegiate e-sport’s team. Today he is a business major who credits gaming for having taught him leadership, communication, focus and the art of collaboration.

“I do it because I love competing. And I’m not lazy at all. Just like in traditional sports, in e-sports every teammate has a job to do and they must work together in order to advance forward. There’s a leader, the followers, and everyone playing their different roles. It’s pure teamwork!

That level of competition plays out outside your gaming world, in other facets of your life. This has helped me a lot, especially in classes. I’m studying business management as my major. I have to learn how to talk to people, talk in front of people, and try to get my point across—and gaming has helped me because we have to be very precise with what we’re saying. You have to talk about problems in order to move forward. If something goes wrong, you have to say what’s going wrong. I’m taking that into the real world, especially through my classes for school, and my future jobs.”

“So there’s a big stereotype about gamers: that they sit in their mom’s basement, just playing all day, being lazy. But that’s not the reality. It couldn’t be further from the truth.”

ETHAN



As a child, Ethan, 19 years old, played Minecraft obsessively with his brother—and by the age of 12, he knew he wanted to be either an architect or an engineer. He is now studying architecture in college and credits the game with teaching

him how to think spatially, understand lighting and design, and building virtual worlds from an architect’s point of view.

“What had driven me to go into a STEM area was Minecraft. It was just blocks, and you could build anything with it. A big part of that game is building a house or area for yourself to live in. The amount of effort I put into the buildings—just having that connection drew me to find something that I actually love doing: creating spaces that I feel like I would be comfortable in and feel that other people would be, too. So it allowed me to think in a way that most architects start out thinking about: how to make the walls breathe, so to speak.

I like group projects. Playing with friends, it’s more collaborative. We would all build our own houses, but it’s also planning where those houses go and how those houses relate to each other. I feel like a lot of learning has to do with bouncing off other people who have different views around you.”

• Gender



“When I enter the work environment, I want to be seen as an equal—based on my work. I want it to be like, ‘yeah, that’s Le-Ann and she’s doing film.’”

LE-ANN, 19 YEARS OLD

INSIGHTS

- 1 Women are welcomed as leaders
- 2 Less than half identify as exclusively heterosexual
- 3 Neurological differences and mental health issues are accepted and openly discussed
- 4 The majority believe that increasing racial and ethnic diversity is good
- 5 They expect people and organizations to be held accountable for offensive behavior

ARIANA & LEILA

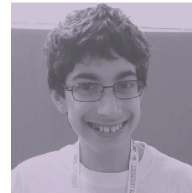


Ariana, 16 years old, calls herself “gender fluid,” but has no preferences as to how her friends or family refer to her. Her friend Leila, 17 years old, says she did not understand the term non-binary (not identifying as a male

or female) or gender fluid until she met Ari, but now realizes that it’s not about a label. It’s about how you feel and what’s comfortable for you. And, like many of her peers, Leila is unashamed and open about coping with ADHD, depression and anxiety.

“My family’s comfortable enough with [my gender fluidity] and I’m comfortable enough to share it to other people. And you can call me whatever you want: he, she, they. I don’t mind it, and it doesn’t bother me.”

NATHAN



Nathan is 15 years old and like many 15-year-olds, he loves gaming and Star Wars, learning on YouTube and reading on Reddit. He also has Asperger’s and Sensory Processing Disorder. He may learn differently

than some of his peers, but Nathan, like many neurodivergent individuals, possesses exceptional talents when it comes to innovation, design thinking and problem-solving. All skills we’re going to need in the future workplace.

“I’m good at math. I like it because it’s easy for me to understand. I have a hard time coming up with things to say sometimes so I ask people what they’re interested in. If it’s not something I know about then I might look in up online and watch YouTube videos on it and read a discussion on Reddit about it.”

“Gen Z wants to live in a comfortable life where they want to feel like themselves, not just hiding behind a mask where nobody would understand who they really are, which would be a very difficult thing.”

“I think human instinct is to want to belong—but I feel like internally, all we all want is to be our own person. But as long as labels exist, people are going to be labeled or people are going to label themselves. Either it’s to make it easier, or to make it harder, or to separate. It’s weird, because when you see a person just how they are, you don’t know who they are. I have ADHD; I’m also dyslexic. So there’s a lot going on with me. Just because I don’t have a sign that says “ADHD with allergies,” that doesn’t mean that I’m any different than who I am.”



ANDREW



Andrew, 15 years old, is paving new paths. He is the first male cheerleader on his high school’s cheer team in more than 30 years. He is proud to be laying new ground and told us that

cheerleading has helped him bond with more people.

“I feel anyone can do anything. And that’s why, I did [cheerleading], I want to take a stance on that. Just because it was an all girls’ team doesn’t mean that a guy can’t do the same things that they do.

Cheerleading has helped me connect more with people and the response from friends has been cheering me on, and my school community is very supportive. I’m not going to take hate from anyone.”

• Gigs



“I started a magazine. The first release was when I was still 15, I started because I was getting into modeling, and I had so many creative ideas I wanted to portray, but I realized I was just their model to do their concept.

I wanted the recognition for the creative concepts that I was coming up with, so I made my own thing.”

JULIA, 16 YEARS OLD

INSIGHTS

- 1 Using ingenuity and technology, they are starting side businesses as young as middle school
- 2 Their mobility fosters these side jobs and many may never work a proper 9-to-5 at all
- 3 Young people are choosing purpose over paychecks
- 4 They will be entering into the workplace hyper-connected and with high-tech skills

OUSSEYNOU



Ousseynou, 18 years old, watched YouTube and took creative classes in high school to learn the entire Adobe Suite. He now offers creative services to brand-oriented companies.

“I’m very glad to have that skill. I like being able to use it to the best of my abilities outside of just school. I enjoy kind of whipping up little jobs on the side to increase my awareness of the programs as well as provide a service for other people.

We’re underestimated, but it’s like a two-way street. Maybe it’s older people not understanding our connection with technology and our deep need for it. And we’re kind of critical of older people not embracing it as much as we have.”

“I think media is a really easy way to connect with kids our age because we’re already so immersed in it. A natural connection can be made if we can connect what we see in media with what we’re learning. It’s a lot easier to ask me to watch a video than to read a manual, for example.”

MALCOM



In middle school, Malcolm, 15 years old, suggested to the principal that they should have dances—and he should DJ. By the time he turned 15 he was doing parties, reunions and corporate events for Facebook.

He now writes his own music, uploads it and earns money based on streams. He currently has over 75,000 total plays.

“Embrace technology. It’s the future. On Kickstarter, there’s new technologies every single day. It’s not going to stop. Things aren’t going to stop being invented.”

“In fourth or fifth grade, I started listening to a lot of electronic music. I was interested in learning how it’s made. I just kind of got into DJing and I’ve been doing it ever since. Over the years I’ve built up some equipment, like a speaker system, lights and a smoke machine.

I upload my music through a distributor; then I promote it, getting it on different playlists that are genre-specific. The way that artists make money is called royalties. And basically, Spotify pays a certain amount per stream. And the more streams you get, obviously the more money you make.”

• Giving



“I volunteer at Bowery Mission, which is a homeless shelter/ soup kitchen.

So, whenever I have a day off school, I'll sign up and go to serve food or bring some boxes in the truck, organize the pantry just to help the organization.”

SALOME, 15 YEARS OLD

INSIGHTS

- 1 A whopping 88% of Gen Z students do volunteer work in their senior year of high school: an all-time high in community service³⁹
- 2 Some 42% plan to invent something that will change the world; in fact, social entrepreneurship is one of their most popular career choices⁴⁰
- 3 They maintain a strong desire to help the less fortunate

ALLISON



Allison, 18 years old, feels activism and uplifting other women and individuals of all genders is the most powerful way to help build empathy and make a difference. In high school, Allison became a

certified sex educator. She volunteered at Planned Parenthood to teach sex positivity and combat sexism and heteronormativity.

“I like to volunteer, and I want to work in activism. One issue I've worked on is: right now, Missouri schools are allowed to teach abstinence-only sex education. So, a lot of schools don't give their students correct information. I lobbied at Jefferson City to our representatives to get more inclusive and comprehensive sex education in our public school system, and a couple of years ago I became a certified sex educator, and started teaching lessons on sexuality.

In our culture, there's just embedded sexism. And I think uplifting other women and people of all genders is the most powerful way to make a difference. I really appreciate getting a new perspective on things; I've learned a lot about other people and other perspectives that I wouldn't have really gotten had I not had access to social media. Media has really helped get exposure to transgender people and non-binary people—just all types of people, and I think that that really helps humanize.”

“To make a workplace tolerant, education is such a huge deal. Focusing on having compassion and staying positive and engaging with people is the key to building compassion and tolerance.”

SABA



When Saba, 19 years old, discovered that HUD was planning to tear down public housing in her predominately black community, she took action. She is currently working on a documentary to get the word out

about the project and to take a stand to help the less fortunate in her region.

“I heard rumors of HUD wanting to shut down a bunch of public housing. They were just going to cut people vouchers and tell them to get on. So I did some writing about it, hoping to get it published at my university—but after sitting on it for a couple of months, I decided to make a film about what public housing looks like in the 21st century. Public housing has been historically significant in St. Louis. I think talking about that more is really important for our city—because we have this housing crisis, we have a bunch of people without homes, and we have abandoned properties.

“We have an obligation to create positive change. We have all of these fantastic tools, and we have a lot of time, comforts [that other generations] didn't to solve these problems.”

We're able to participate in activism these days because we have a lot more time to analyze things. It's really interesting growing up in a time where the internet is completely a part of our lives. When I was five years old, I was in a computer class. I don't know a world without a Mac in the room or without your cell phone in your hand. So we're very familiar with the world being connected in that way. People like to show their individualism; I believe that one of the more unique things about my generation is that we all feel very empowered to share our individualism, and that's very important.”

• Green



“I do little things like carrying an extra reusable bag to the grocery store and always have a metal straw and reusable utensils in my bag at all times. I’m doing what I can.”

CARINA, 19 YEARS OLD

INSIGHTS

- 1 They believe that small changes make a big difference, and make daily choices accordingly
- 2 Many eat responsibly, ride bikes, take mass transit, buy second-hand and recycle and upcycle whenever possible
- 3 As digital natives, they are experts in harnessing the power of the internet to dive into troubling topics and utilize social media to build awareness

JOE



Like many of his digital-native friends, Joe, 15 years old, doesn't just get upset by the issues. He wants to be informed. After Joe experienced a massive subway delay, he began researching mass transit and

learned that there were numerous strategies to take cars off the road that ultimately benefitted many other areas and people.

“By removing one car, you’re not just doing something better for the environment, you’re helping more: You’re helping the people on the roads drive faster. You’re helping people with asthma. And you’re helping pedestrians because there are less cars on the road.”

“You don't have to contribute to the waste. Sometimes it's just little things and just making them more and more habit.”

SAM



Sam, 19 years old, first became aware of environmental issues at age 5 when he had to walk over a polluted canal on his way to school. Inspired by his experiences, Sam is an environmental engineering major

and designed a filter to remove bacterial contaminants in that very canal as a class assignment. Frustrated by the waste of single-use plastic bags, he also mobilized a team of fellow engineers and artists to come up with new uses.

“From a young age, my generation has been told that we’re going to have to deal with climate change whether we like it or not. I feel like we were presented with the same problems that Millennials were—I mean, we’ve known about climate change since I think the mid-70s; what’s different is that my generation was much more ready to go take it on.

By the time we came around, it was accepted as inevitable. My generation is much more eager to mobilize and figure out weird ways and brainstorm together how to fix a problem. We’re very quick to disseminate information via social media, and then create a comprehensive plan to attack it. Just about every single protest I’ve ever attended or even been aware of was because of social media—like a Facebook event or people reposting a poster on Instagram stories. My generation has one thing that’s a step above previous generations because we grew up with the internet. And we’re not afraid to speak our minds.”

How Recent Events Are Impacting Gen Z

“Being a person of color, I’ve always kind of been aware of the whole Black Lives Matter movement.

But I feel like all these movements are kind of forcing people to also educate themselves too. And if they don’t fully understand what’s going on, they go talk to someone that they know that can educate them too.”

MAYA, 17 YEARS OLD



Life may feel a little different and some of their short-term plans may have been disrupted or changed, but Gen Z is still moving forward and many still have a positive long-term view of their future.

Each generation is shaped by the events that take place during their formative years. The Silent Generation had the Great Depression and World War II. The Vietnam War and the civil rights movement charted a path for the Baby Boomers. For Generation X, it was the AIDS epidemic and the independence of being a “latchkey kid.” The Millennials were influenced by 9/11 and the 2008 financial crisis.

Recently, the global Coronavirus pandemic has been described as Gen Z’s generation-defining moment. Add in the calls to end racial injustice and high-profile incidents of school violence, and Gen Z is coming of age in a time of dramatic national and international change and upheaval.

So how is this generation coping with school closings, quarantines, sky-high unemployment rate and world-wide protests?



86%

felt that peaceful protests and political demonstrations are necessary to create a significant change

(Business Insider/Yubo, 2020)



73%

are using Instagram to express their support for the equality of Black Americans

(Business Insider/Yubo, 2020)



75%

believe new careers will be created as a result of COVID-19

(Cassandra, Life of Interrupted report, 2020)



73%

feel that the pandemic will not negatively affect their ultimate success and happiness

(Cassandra, Life of Interrupted report, 2020)



60%

are not expecting to change their college plans as a result of the pandemic

(Cassandra, Life of Interrupted report, 2020)

12%

have attended a recent protest and 39% participated in #BlackOutTuesday

(Morning Consult, 2020)

“Everything is more diverse now and it’s just normal for me. We’ve been exposed to so many different types of people and, especially with social media and the news, it doesn’t make it a new thing for us.

We’re all just people and we come from different places.”

SAVANNAH, 18 YEARS OLD

Looking Ahead

We will likely not know the full effects of these challenges for years to come, but according to some recent surveys and some Gen Zers we spoke with, right now, they are optimistically looking ahead to the future and taking part in important conversations around change.

Despite the significant challenges that 2020 has created for them, GenZ is approaching their future with a positive attitude. They're understanding, resilient and above all, determined to make a difference. They may be just what our world needs.

We'll all remember 2020 as a year that redefined the workplace model in more ways than one—perhaps forever.

In any case, one day soon, Gen Z will be flooding the job market en masse. At Knoll, we know that our youngest workers will allow us to rise to the opportunity of creating optimum environments to welcome them in. And we know we have as much to learn from them as they do from us.

For example, we'll look toward **G: Gaming** and other digital connectivity to inform such decisions as physical environment, approaches to teamwork, learning and training and leadership. We'll focus on cultural aspects like inclusion, diversity and issues specifically related to **G: Gender**. We'll explore **G: Gigs** as a way to offer entrepreneurial elements that allow these newer workers to thrive, while **G: Giving** will lead us to view these new colleagues—and hopefully our entire organization—as guided by a purpose that rises toward the greater good.


And **G: Green** will challenge us to incorporate physical and policy updates to respond to their intense desire to protect our planet.

In so many ways, the dreams and drivers of Gen Z make them more like us than different.

As we begin to think about and plan the next generation of workplaces, built for all of us and our new colleagues, Gen Z, we cannot think of this next generation of workers as outsiders, but simply another part of our already multi-generational workforce.

Looking into the future, there will not be a generational silver bullet that meets all the needs of this new workforce. What we discovered in our research is that the needs and desires of Gen Z involve a range of factors. It's sustainability, it's equity, it's gamification, it's individual recognition, it's all of these and more.

As 19-year old Le-Ann told us when we spoke with her, "ultimately, I just want to be seen as me."

We can each relate. No matter what generation you belong to, we all want to be seen as individuals. Whether it's Arianna and her call for inclusion, or Nathan and his learning differences, or you and your uniqueness, the workplace needs to be a place for each of us to thrive! 



"I feel like Covid made people in my generation realize that anyone can take control of their own lives and be more independent."

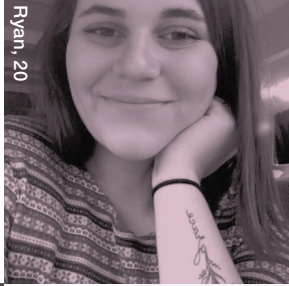
I'm used to having a routine: sports practice every day and having schoolwork, having my teachers lecture to me, but because of Covid, I've kind of had to do everything by myself."

HANNAH, 16 YEARS OLD



“The most we can do is just bring awareness and try to change our own actions. We do have a have an advantage because of all the social media platforms and the internet. It’s a lot easier to get a message across to a broader audience.”

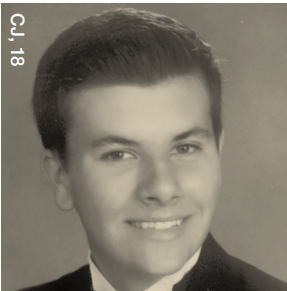
ASHLEY, 18 YEARS OLD



To learn more about our conversations with Gen Z, watch our [video at knoll.com](https://www.knoll.com).

“The pandemic didn’t affect my long-term plans. It stunted our education for the year but has allowed us to focus on other changes the world needs while not detracting from other goals.”

RAE, 15 YEARS OLD



“It’s hard to be so hopeful in a world in which so much goes against us, especially for people of color, especially for LGBT people, especially for anyone who is a minority in any sense.

And it’s just hard to realize that ‘Oh, we have to be the ones to create change because no one else is going to do it for us.’”

ELZABETH, 16 YEARS OLD

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References and Further Reading

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² Statistics Canada. (2019).

³ Miller L.J. & Lu, W. (2018). Gen Z is set to outnumber Millennials within a year. *Bloomberg*.

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