Gen Z in the pipeline: Explain why it's worth it

Gen Z  |  India

Values and Drivers
• Support from friends and family can boost their confidence.

• India has a highly competitive education and career environment.

• Indian Gen Zers are interested in pursuing their passions.

• Hard work is expected and accepted. They anticipate stress as a result but do not necessarily plan to mitigate it.

• Many have a strong focus on education, anticipating multiple degrees and qualifications.

GME Hopes and Dreams
• There is a focus on getting into good schools at home and abroad.

• “Real world” study is expected to gain a range of problem-solving experience.

• Indian Gen Zers are looking for links to companies for opportunity and networking.

• They are most interested in developing leadership and entrepreneurship skills.

How To Reach Them
• Many develop relationships with counselors, who offer practical coaching on good schools, help achieving good test scores, and ultimately getting accepted to chosen schools.

• They are very focused on rankings/ratings, and news sources (particularly from the U.S.) are valued when researching GME.

• Advice from their current university as well as marketing materials from future programs are important.

• Top 3 social networks for researching education, learning, skills: LinkedIn, Twitter, YouTube.