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

Gen Z  | Nigeria

Values and Drivers

• They are focused on personal growth and improvement by setting and achieving goals.

• Family and extended family support is critical. They want to make them proud.

• They are very future facing, thinking about happiness, success, family, religion, and giving back/having an impact; helping others is a sign of wealth.

GME Hopes and Dreams

• Education is seen as an investment in being able to stand out and achieve status.

• There is a strong drive to be an entrepreneur, especially among men; some women focus on their career first. Many want to be a consultant (i.e., teach others).

• The education system can be challenging in Nigeria with regular strikes that disrupt student progress.

How To Reach Them

• Their strongest influencers are extended family, who know their personalities.

• Alumni and role models are critical.

• Tutors and faculty mentors as well as university materials and education fairs are important. Online ratings/ranking are helpful in identifying programs.

• Social media is important, particularly LinkedIn and YouTube.

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

Access the full summary report at gmac.com/genz