

# 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

