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

Gen Z | Peru

Values and Drivers

• Family and friends are highly valued, especially as a source of emotional stability.

• Many are focused on accomplishing goals—COVID-19 has offered opportunity to improve skills (e.g., English), and the impact appears to be seen as less negative than in other markets.

• Their focus on getting a job is driven by the political situation in Peru and its economic impact. Instability in the country focuses their minds on jobs more than dreams.

GME Hopes and Dreams

• Their main driver is to grow as a professional with less focus on entrepreneurship.

• Peruvian Gen Zers seek a better job to give them financial freedom to buy a house, travel, etc.

• Developing a [better] social and professional network is important.

• They are excited by learning as well as the hope of standing out and being a success.

How To Reach Them

• Many want to hear from alumni and friends.

• Tutors/faculty, university careers services, education events, and university/program brochures are highly valued.

• Social media is important—especially YouTube and LinkedIn.

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

Access the full summary report at gmac.com/genz