

PERFORMANCE
PATHWAY
TEAM

Community of Practice

Generation Z –

Why, What, & How?



ENGLISH
INSTITUTE OF
SPORT



uk sport
world class success

Direction of travel.

The **sociocultural** landscape

Who are they and how might this **Impact**
on the swimmers development journey

What sort of **leaders** do Gen Z need?



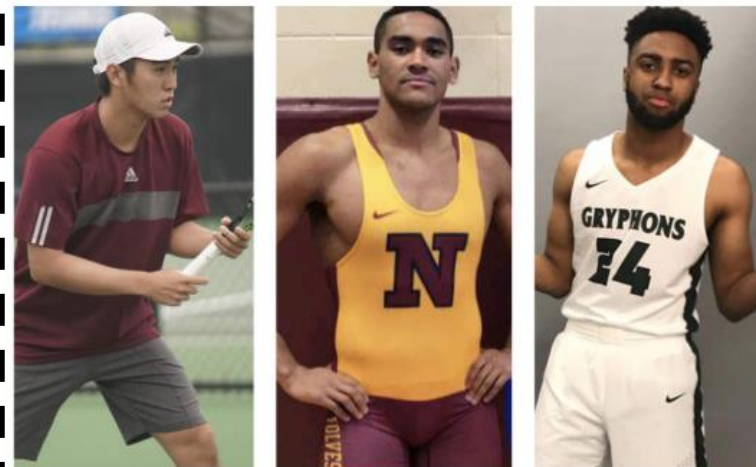
Olympic swimmer blames social media influence for failing to win gold medal

54

Emily Seebohm, the Australian swimmer that set a new Olympic record in qualifying for the 100m backstroke final but narrowly missed out on the gold, has admitted that spending too much time on Twitter and Facebook may have affected her performance.

By Vlad Savov | @vladsavov | Jul 31, 2012, 5:27am EDT

f t SHARE



Gen Z athletes are rejecting hypermasculinity in sports

This is why it's SO important.
by Jenny Hong | LOOK

Morning Mix

Oklahoma State football coach Mike Gundy blames 'liberalism' and 'the snowflake' for college athletes transferring schools



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The sociocultural landscape.

How millennials celebrate a gold medal.

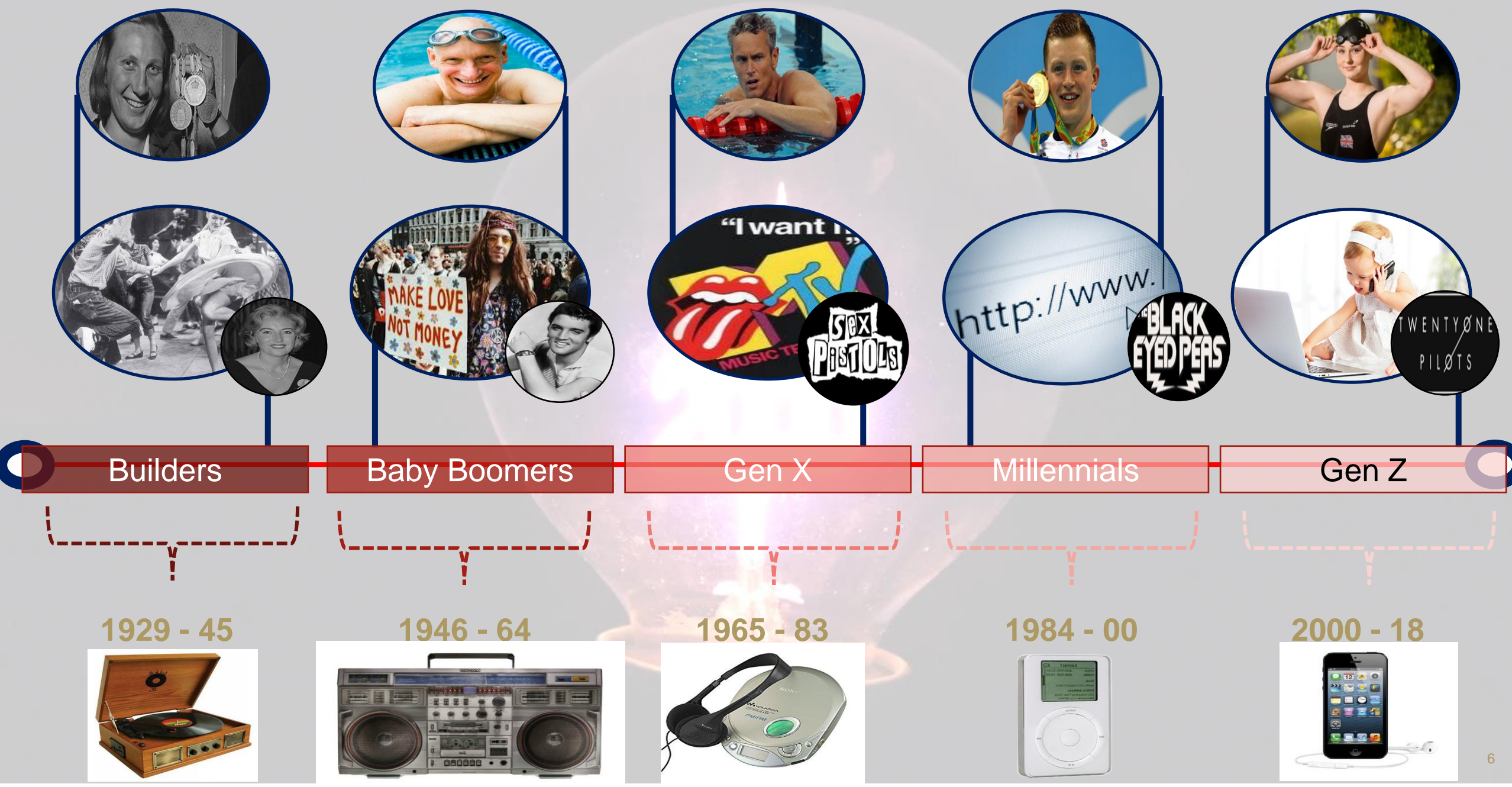


The sociocultural landscape.

A group of young people are underwater, creating a vibrant blue scene filled with bubbles. In the center, a person holds a white Sony smartphone, which displays a selfie of the group on its screen. The phone's interface shows various icons like a camera, a flash, and a timer. The overall atmosphere is playful and modern, illustrating the intersection of technology and social life.

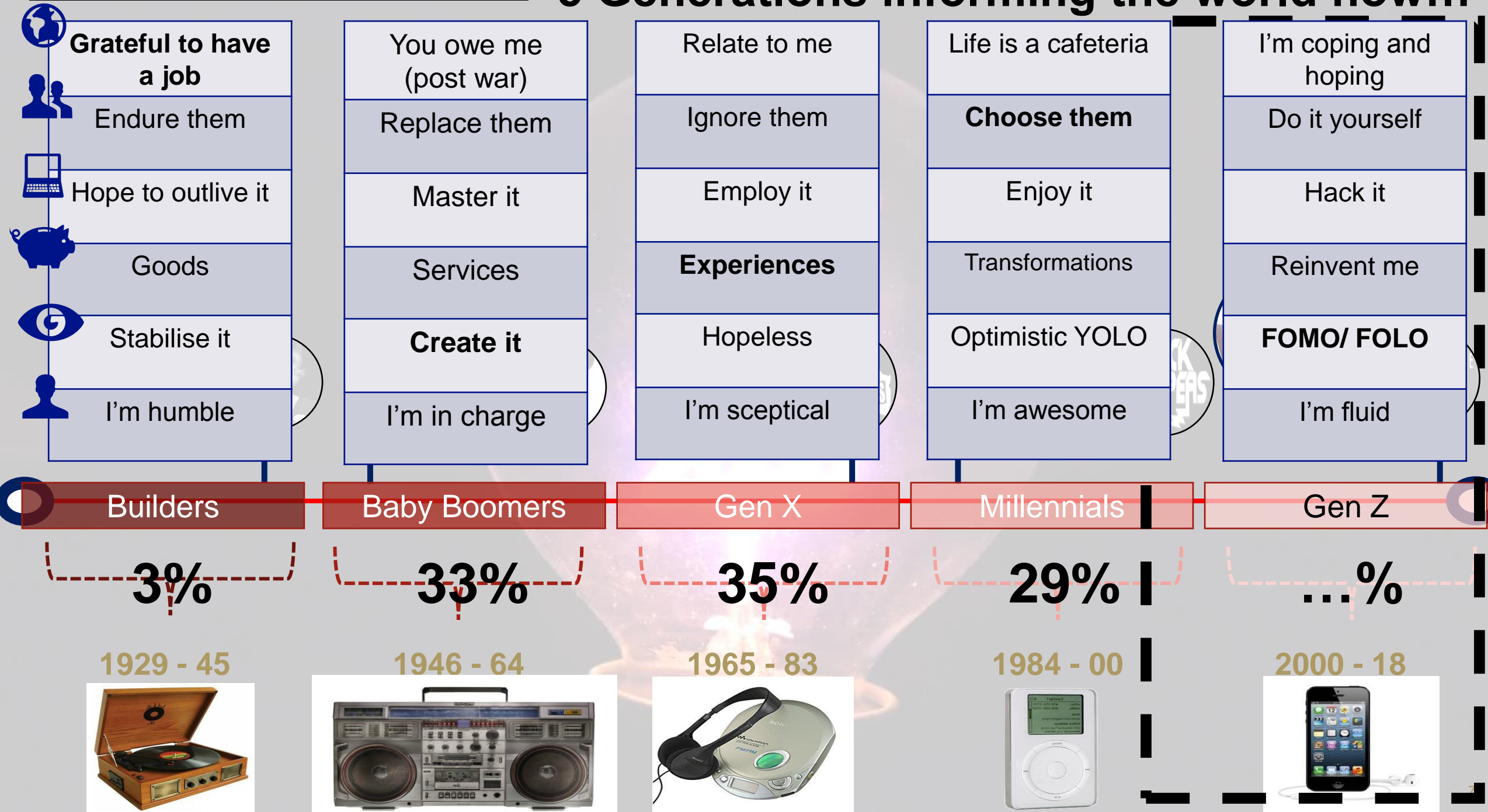
Name the **top 4** most accessed **social media platforms?**

The sociocultural landscape. 5 Generations informing the world now...



The sociocultural landscape.

5 Generations informing the world now...



The sociocultural landscape.

...an athlete who was 18 this summer...



The sociocultural landscape.

...an athlete who was 18 this summer...



2004

Where were **you**?

2008

2016

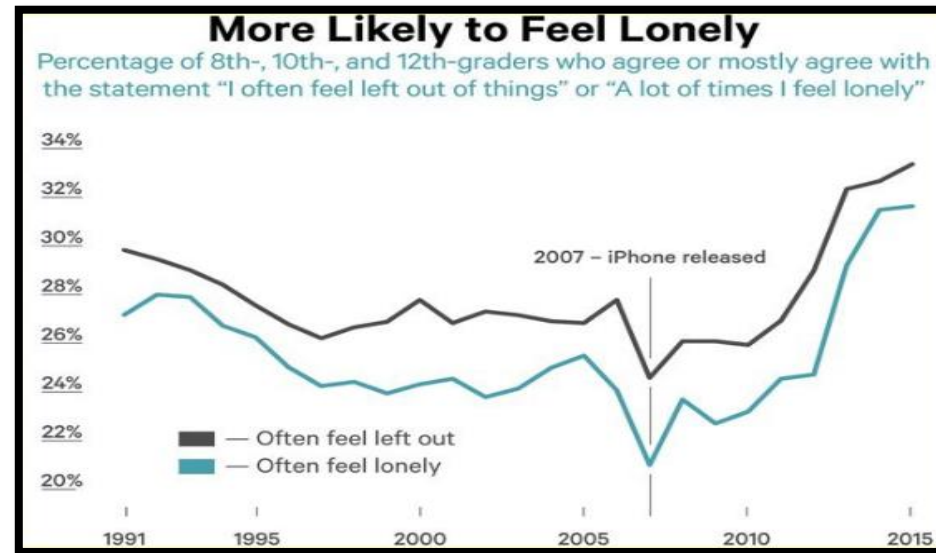
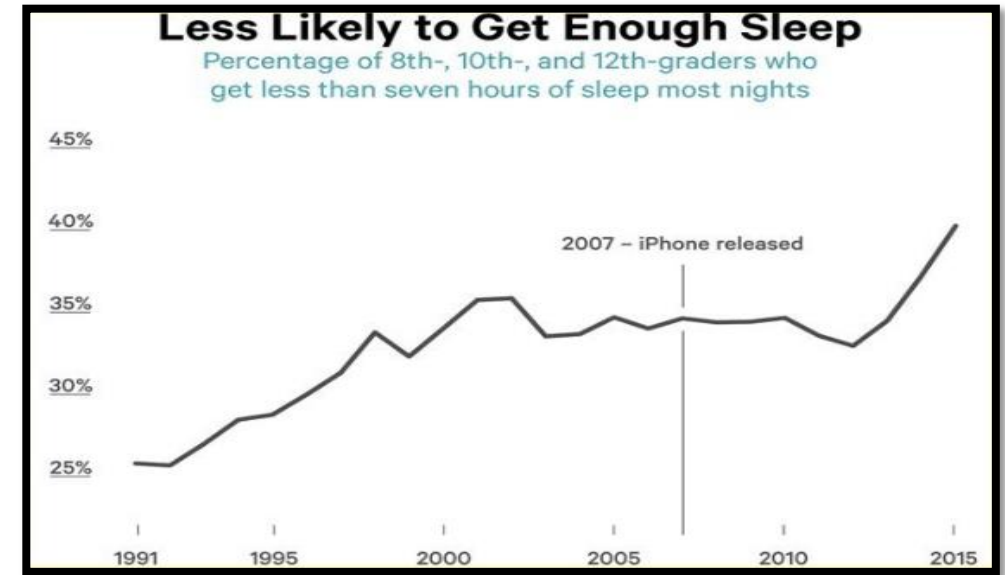
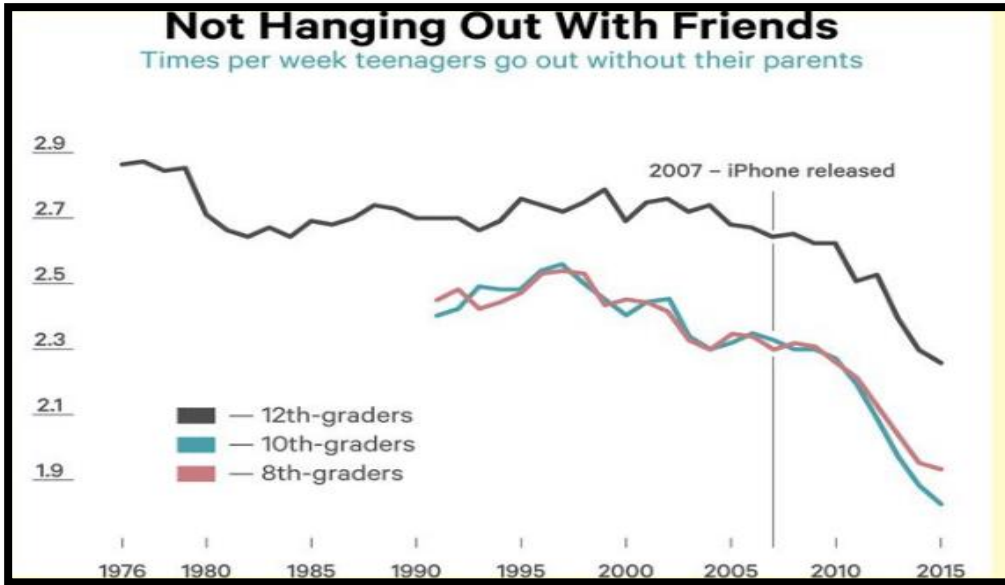
How do you think **growing up through these experiences** may have shaped **young people's worlds**, their **beliefs** and **identities**?



Who are they & the impact on the swimmer's development journey.



Who are they & the impact on the swimmer's development journey.



Twenge (2014)

Who are they & the impact on the swimmer's development journey.





"How expensive would it be to just skip practice and get right to perfect?"

Who are they & the impact on the swimmer's development journey.

Values & Beliefs: What's **in** for Gen Z

Tolerance –
sometimes to the
point of being
intolerant

**Gender
fluidity/less-
binary fixations**

**Wokeness! &
Community &
political
activism**

**Inter-
generational
living**

**Sobriety &
Abstinence**

Digital Detox

**Futuristic
beauty/multiple-
identity beauty**

Childhood
(fun fair, ice-
cream parlours,
specialists days
out)

Combi (2015)

Who are they & the impact on the swimmer's development journey.

7 OF THE BEST THINGS ABOUT BEING A YOUTUBER

1. CREATIVITY - You get to make cool videos and content (24 per cent)
2. FAME (11.4 per cent)
3. SELF EXPRESSION - You get to make the content you want to make (11 per cent)
4. MONEY - It pays well (9.8 per cent)
5. PEOPLE - Working with cool people (8.4 per cent)
6. RECOGNITION - people recognise you (6.10 per cent)
7. TRAVEL - You get to go to cool places (4.2 per cent)

grow

TOP 10 CAREERS KIDS WOULD LIKE TO DO WHEN THEY GROW UP

1. YouTuber - 34.20 per cent
2. Blogger/Vlogger - 18.10 per cent
3. Musician/Singer - 16 per cent
4. Actor - 15.7 per cent
5. Film Maker - 13.6 per cent
6. Doctor/Nurse - 13.4 per cent
7. TV Presenter - 12.4 per cent
8. Athlete - 11.9% / Teacher - 11.9 per cent
9. Writer - 8.4 per cent
10. Lawyer - 6.4 per cent

to

1000 UK children, aged 6 – 17; First Choice (2017)

Who are they & the impact on the swimmer's development journey.

Values & Beliefs: What's **Out for Gen Z**

**The
Rockstar/
popstar/
moviestar**

**Apathy
(seen
dangerous
effects)**

Avocados

**University
as a 'fixed'
stepping
stone**

**Careers –
esp. career
paths**

Travel

**Excess –
drugs &
booze**

**Paying for
entertainment**

**After
school/
weekend
jobs**

**Moving
away /
leaving
home**

Combi (2015)

Who are they & the impact on the swimmer's development journey.

**Patriotism is
a dirty word**

**Like me. Love me.
Follow me. Vanity**

**“Want to be the
‘noun’ and not
the ‘verb’”**

**What is a
community?**

Parents

Screenagers

**Limited life
experience**

**Fear –
domestic &
global**

Combi (2015)

Who are they & the impact on the swimmer's development journey.

Speed

.....**slow** is...

Convenience

.....**hard** is...

Entertainment

.....**boring** is...

Nurture

.....**risk** is...

Entitlement

.....**labour** is...

Who are they & the impact on the swimmer's development journey.

What do you **see, hear, and feel?**

What **connections** do you make
with you experience?

What **don't** you see, hear, or feel?

What sort of leaders to Gen Z need?

「CAN YOU  ESCAPE?」



NETFLIX



YouTube

What sort of leaders to Gen Z need?

epic

Moments

Experience – young people are drawn to experiences, looking for a guide on the side

Participation – engage learners, “the brain that does the thinking does the learning”

Image rich – young people want to engage visually, images = language

Connectivity – together physically in groups

Elmore (2010)

What sort of leaders to Gen Z need?



Relatedness
Competence
Autonomy

“People will **rise to a challenge** if it’s **their challenge**”

– Wayne Smith, NZ All Blacks (in Kidman, 2005)

What sort of leaders to Gen Z need?



Be the telescope & the compass.

What sort of leaders to Gen Z need?

“When **fear** and **hope** collide we owe them the **gift of relief when they are down** and the **gift of wisdom when they are too idealistic.**

They need both grace and truth from us.”

- Tim Elmore (2010)

What sort of leaders to Gen Z need?

EAR .

聽

EYES .

UNDIVIDED
ATTENTION .

HEART.

“Young people are **being talked about** considerably more than **they**
are being talked or listened to”

– Chloe Combi (2015)

What sort of leaders to Gen Z need?



In the end, your generation does not ultimately define you, but how you interpret your unique place within it.

