

## **The Next Generation**

- Inter generational tension often manifests through developments in technology but this is not new.
- Our generation doesn't define us but does shape the way we view the world and our place in it.
- It's not about being relevant but understanding what is relevant to the next generation.
- Be careful of labeling athletes by their generation and deal with athletes as individuals.
- We shouldn't judge people today on the norms of yesterday.

Young athletes are hyper connected virtually but not as physically connected with others

Young people now tend to be more risk aware (e.g. drink less) because they are more aware than ever before of the negative consequences

Young athletes engage and learn on their own terms and own timeline now - they don't have to wait to be given the information.



Young people have a desire to be understood and have a personal relationship with their coach.

Young people want to feel like they belong to a bigger purpose. The top reason to sign up to Discover Your Gold was 'to be a member of Team GB'. Young athletes are more willing to voice their concerns and aren't afraid to speak up if they want change.

Younger people now have a more transient identity than in the past. There is now a culture of over-expectation of young people placing more pressure on them. Threats to young people can be categorised as:

- Physical Safety not being secure from physical harm in their environment.
- Belonging not being part of a social circle and having a sense of shared identity/purpose.
- Mastery not being able to master a specific skill or competency when they fell they should be able to do this.
- Autonomy not having the freedom to make their own choices (for instance, when young people feel controlled by those around them.

Today's environment is more complex (both at a macro societal level and a micro training environment level). The world can be described as increasingly:

olatile - you must react quickly to unpredictable changes

ncertain - you need to take action without certainty of the environment

omplex - the environment is dynamic with many inter dependencies

mbiguous - the environment is unfamiliar and doesn't meet your expertise

Therefore, there is a need for coaches and practitioners to help athletes to develop new skills that are future proof and can excel in VUCA environments.

4 ways to keep young people engaged:



Provide problem solving environments



Create a space where athletes can receive feedback



Provide lots of choice



Provide opportunities for creativity

## **Reading Suggestions**

- 1. Marching off the map Tim Elmore
- 2. Generation Z Chloe Combi
  - Gen Z @ Work David + Joseph Stillman



