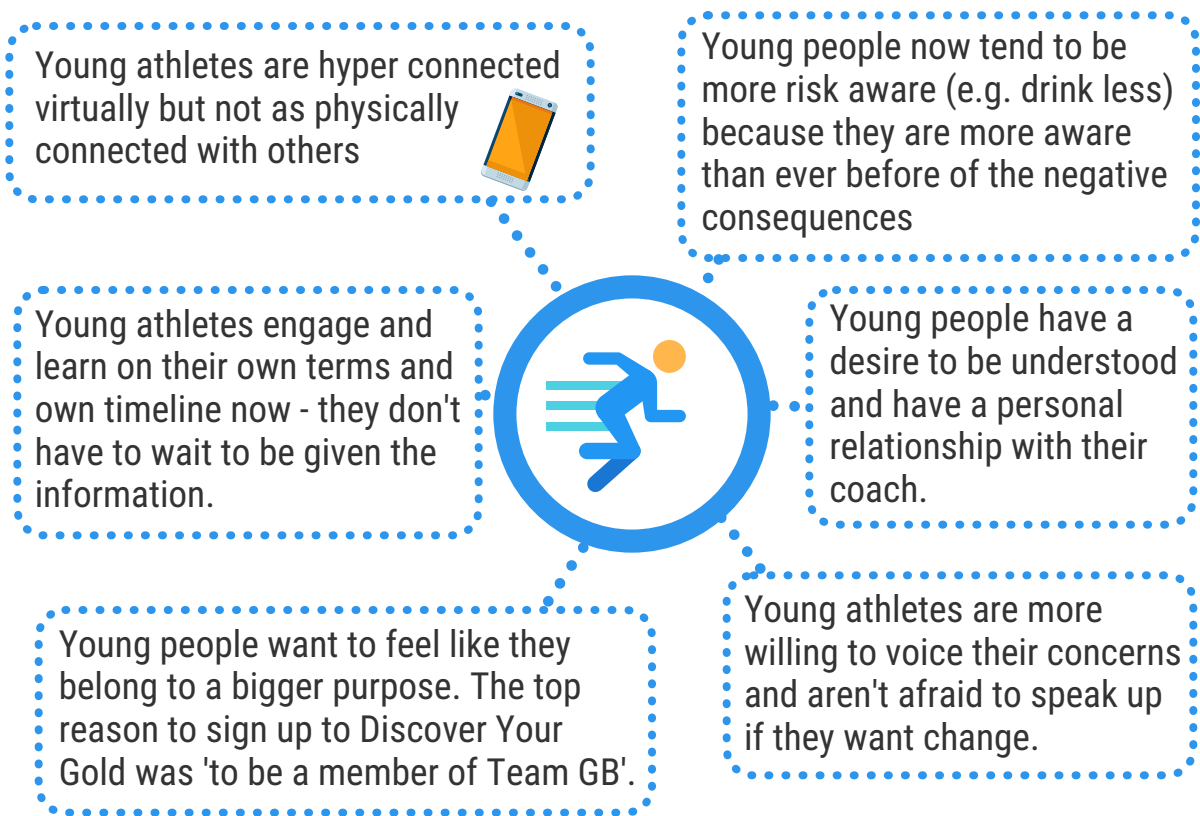


The Next Generation

- ✓ 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.



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 felt 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:

- V**olatile - you must react quickly to unpredictable changes
- U**ncertain - you need to take action without certainty of the environment
- C**omplex - the environment is dynamic with many inter dependencies
- A**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
3. [Gen Z @ Work](#) - David + Joseph Stillman

