

# Leading and Connecting with Generation Z

Diego Boquer,  
Baltimore Whitmarsh  
Chesapeake Conference







**10 THINGS WE MUST  
KNOW TO  
CONNECT AND  
LEAD GEN ZERS**





# 1. Digital Natives

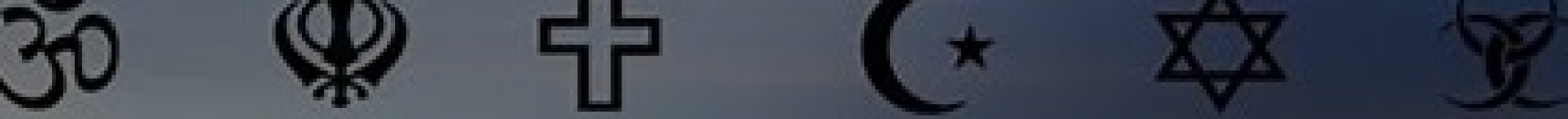
## 2. Entrepreneurial





# 3. Diversity





# 4 Religious pluralism





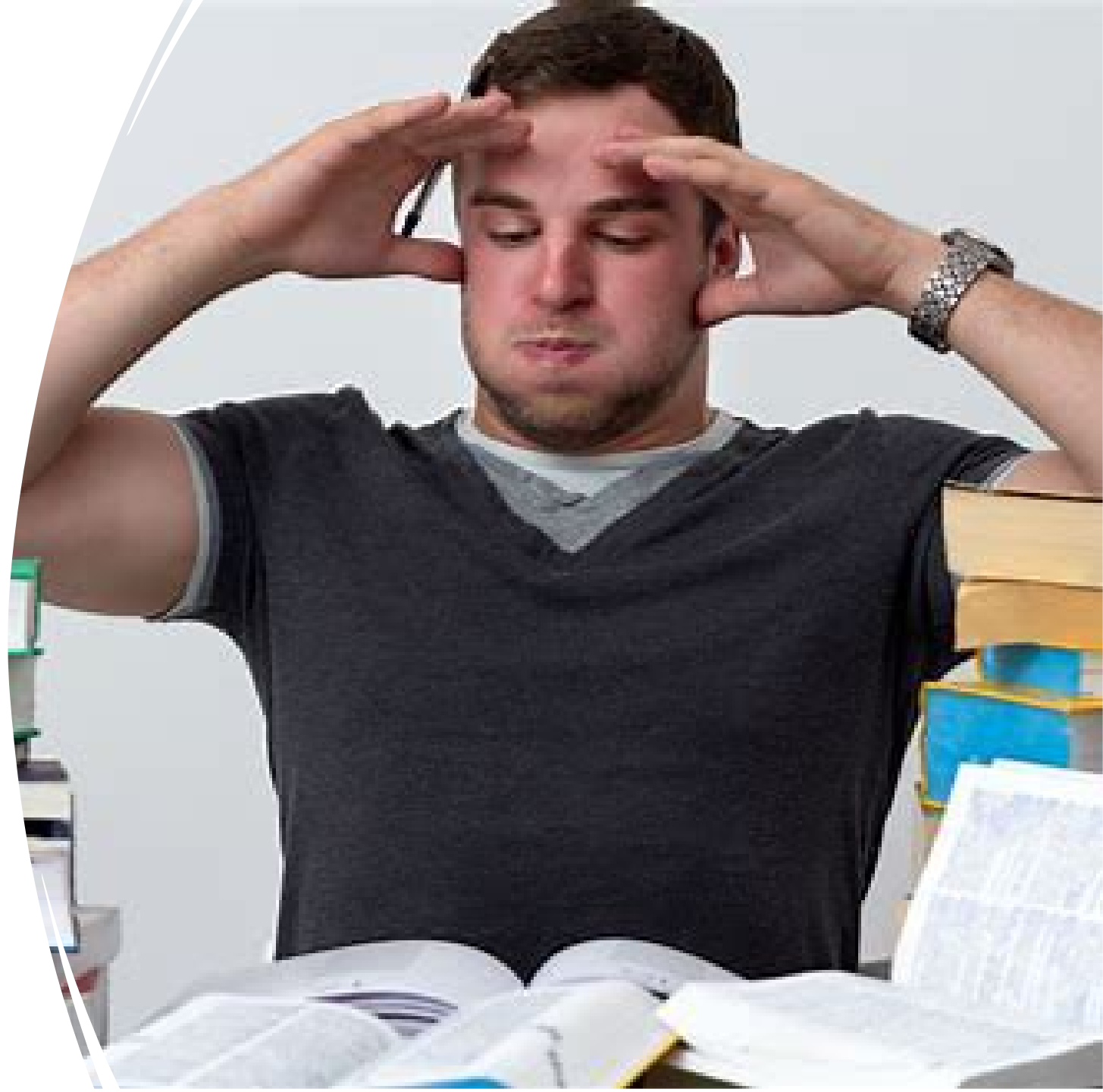
A man with a mustache and a thoughtful expression is shown in profile, looking towards the left. He is wearing a light-colored, textured shirt. In the background, there is a sign that reads "NO JUDGING" in large, bold, black letters with a white outline. The sign is mounted on a wall with a yellow upper section and a red lower section. The overall image has a slightly grainy, artistic quality.

**NO  
JUDGING**

5. Sexual relativism

## 6. Overwhelmed

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## 7. Loneliness





8. Individualistic |



## 9. Superficial relationships



10.

**critical**

# So what?

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- ▶ Genuine relationships
- ▶ Transparency
- ▶ Be positive. Complement them!
- ▶ If you don't have something nice to say, remain quiet.
- ▶ Don't be afraid to talk about taboos.
- ▶ Empower them.
- ▶ Challenge them in the right way!



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