

How Gen Z Will Change the Future of Business and What to Do About It



Zconomy: How Gen Z Will Change the Future of Business—and What to Do About It by Jason R. Dorsey

★★★★☆ 4.6 out of 5

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Gen Z is the most diverse, tech-savvy, and entrepreneurial generation in history. They are also the first generation to grow up in a world where technology is ubiquitous. This means that they have a unique perspective on the world and the way that business is done.

In this article, we will explore how Gen Z will change the future of business and what companies can do to prepare.

How Gen Z Will Change the Future of Business

- **Gen Z is more diverse than any previous generation.** They come from all over the world and have a wide range of experiences and

perspectives. This diversity will make businesses more inclusive and innovative.

- **Gen Z is tech-savvy.** They have grown up with technology and are comfortable using it in all aspects of their lives. This will make businesses more efficient and productive.
- **Gen Z is entrepreneurial.** They are more likely to start their own businesses than any previous generation. This will lead to more innovation and competition in the marketplace.

What Companies Can Do to Prepare for Gen Z

- **Be inclusive.** Gen Z values diversity and inclusion. Businesses need to make sure that they are creating a welcoming and inclusive environment for all employees.
- **Invest in technology.** Gen Z is tech-savvy and expects businesses to be too. Invest in technology to improve efficiency, productivity, and customer service.
- **Support entrepreneurship.** Gen Z is more likely to start their own businesses than any previous generation. Businesses can support entrepreneurship by providing mentorship, funding, and other resources.
- **Be sustainable.** Gen Z is concerned about the environment. Businesses need to make sure that they are operating in a sustainable way.
- **Be authentic.** Gen Z can spot inauthenticity a mile away. Businesses need to be transparent and honest in their marketing and communications.

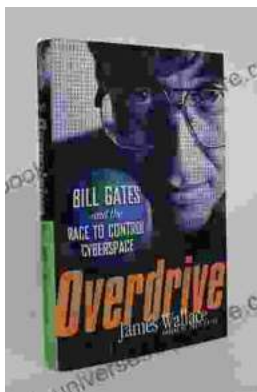
Gen Z is the future of business. They are a diverse, tech-savvy, and entrepreneurial generation that will change the way that business is done. Businesses need to be prepared for these changes by being inclusive, investing in technology, supporting entrepreneurship, being sustainable, and being authentic.



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