

# Decrypting Gen Z/Millennials in the Gig Economy



≡ The New York Times

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## Late to Launch: The Post-Collegiate Struggle

Despite a low unemployment rate, many young adults lack job prospects that mesh with their idealized vision of the post-college world.

Natascha F. Saunders, a career coach specializing in teens and adults who is based in Boston, said over-involved parents can hamper a job search. She recalls one parent who showed up with her child at a job interview. Ms. Saunders insisted she wait in the lobby, but the parent approached her daughter right afterward and wanted to know exactly what happened: what was said, what questions were asked and how she responded to those questions. Ms. Saunders said she has also seen parents attend career networking events geared to

**Natascha F. Saunders**  
**The Youth Career Coach Inc.**

[www.TheYouthCareerCoach.com](http://www.TheYouthCareerCoach.com)

[www.NataschaSaunders.com](http://www.NataschaSaunders.com)

# How would you describe these individuals?

## PERSON #1

Raised in a Domestic  
Violent Home  
Alcoholic Parent  
The Projects  
Brother Found in River  
Rape Survivor  
Abusive Relationship  
Car Accident  
Identity Stolen  
Suicidal  
Mental Institution  
Bullied  
Low Self-Esteem  
Academic Probation  
Learning Disability



## PERSON #2

Small Business Owner  
Virtual Career Coach  
Motivational Speaker  
IVY League MBA  
Admissions Consultant  
First Generation Graduate  
Dual Master's Degree  
Doctoral Candidate  
Faculty Member  
IVY League Admissions  
Goodwill Ambassador  
Pageant Winner  
Author / Writer  
Award Recipient

# About

## Education

Doctor of Education *Candidate*, Northeastern University  
Leading Change, Harvard Kennedy School  
Harvard Mediation Program, Harvard Law School  
Entrepreneurship, MIT Sloan School of Management  
Scaling Up Ventures, Stanford Business School  
Certified Professional Career Coach, PARW/CC  
MBA in Global Business, Johnson & Wales University  
MS in Leadership, Northeastern University  
Bachelor in Arts, University of Massachusetts at Amherst

## Employers

Harvard University, Associate Director / Career Coach  
Brown University, Veteran Career Coach  
Northeastern University, Faculty  
American Leadership & Policy Foundation, Fellow  
The Youth Career Coach Inc., Owner

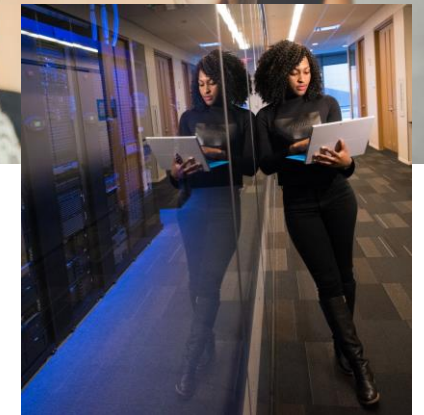
### PAST

Cambridge College, KIPP Schools, University of Rhode Island, Hopkins House, Clarendon Real Estate, Trinity Washington University, Howard University, Washington Afro Newspaper, Torchlight, U.S. Department of Education, George Washington University, MIT Sloan School of Management, Year Up, Boston University, YWCA, Johnson & Wales University, Macy's, A.G. Edwards & Sons / Wells Fargo, State Street Bank

# Objectives

**This session aims to deliver three takeaways:**

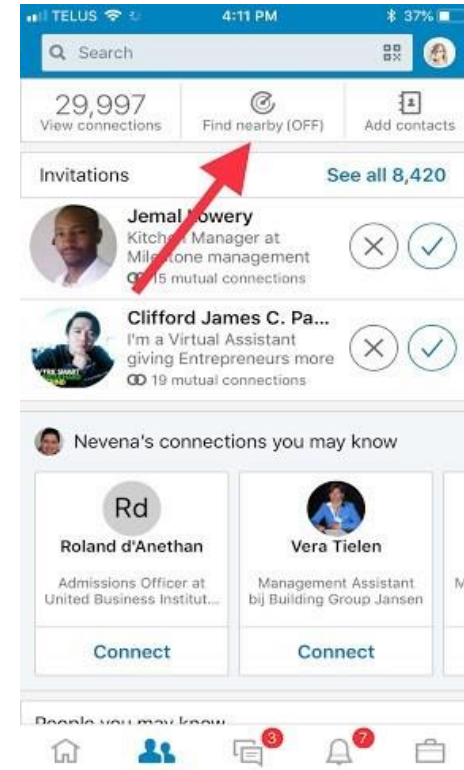
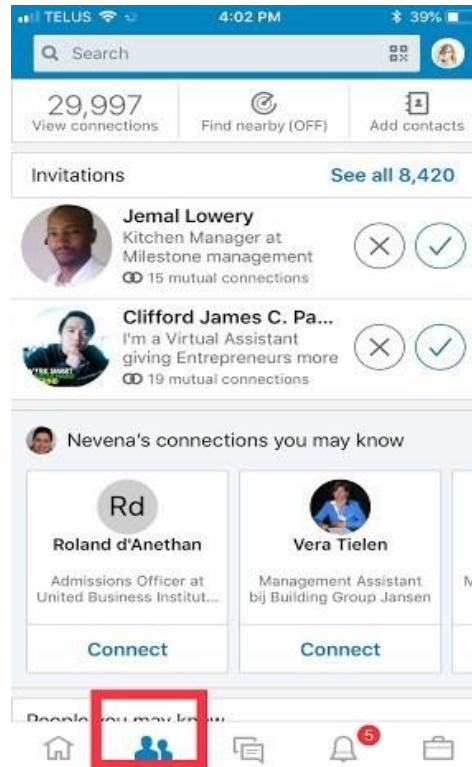
1. How this **trend** is impacting the economy
2. Share what **companies** are embracing the gig economy  
\*on-demand companies
3. Identify strategies for **coaching and managing** Gen Z/Millennials



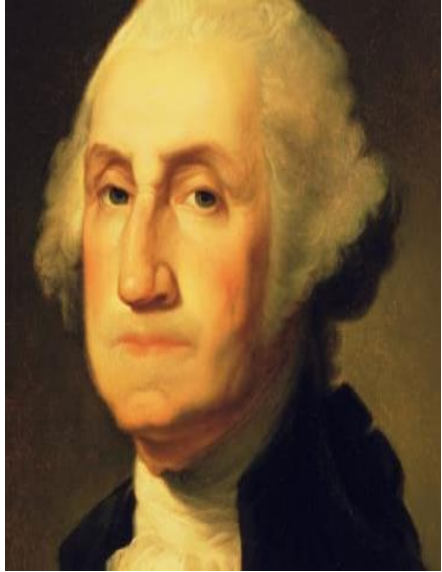


# Who is in the room?

- 30 second elevator pitch to your peers
- Write down a question you want to be sure I answer
- *LinkedIn Reach*



# History



Adecco



17A

Trends | Impact | Economy

# Gig Economy

An ecosystem where freelancing is the primary or major source of income for millions of people around the world.

**1 in 3** Americans freelanced this year

**53 million** freelanced in 2014 (35% of the U.S. Workforce)

**56.7** million freelanced in 2018, facilitating over \$715 billion

**Expected to grow to 60 million**, or 40% of the workforce by 2020

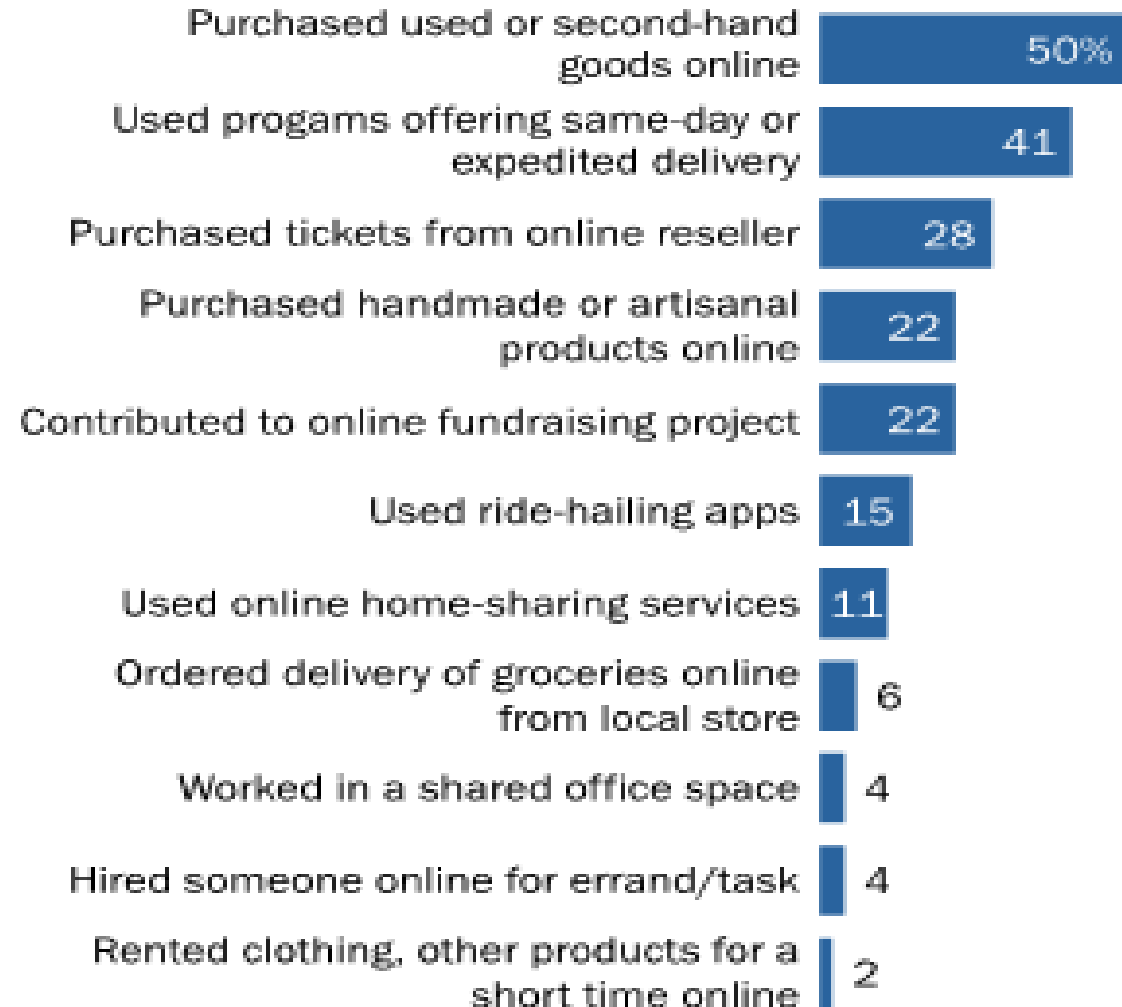
**92 million 15–35 year olds in the US**—known as the millennial generation (out of which

38% are freelancing => **35 million millennials are freelancing**)



## 72% of Americans have used some type of shared or on-demand online service

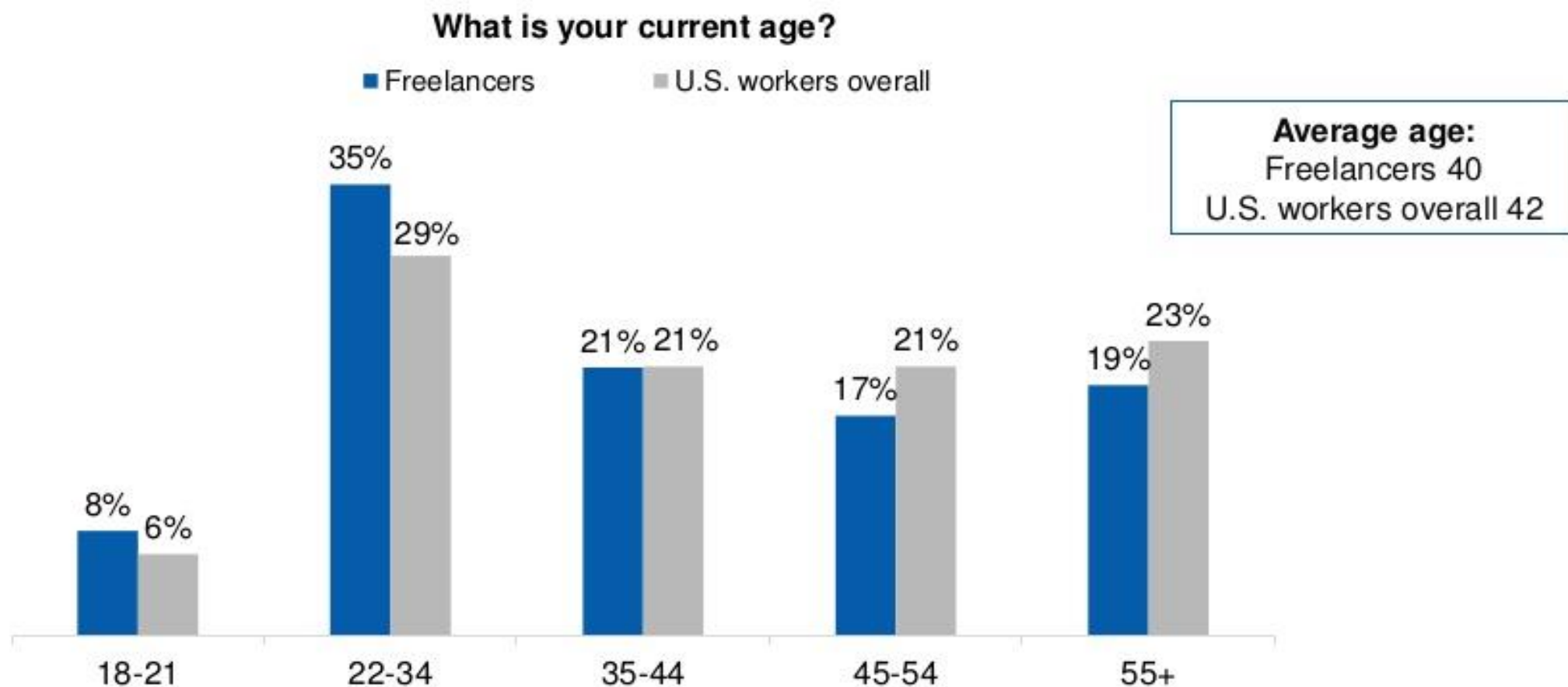
*% of adults who have ...*



The sharing economy and on-demand services are weaving their way into the lives of (some) Americans, raising difficult issues around jobs, regulation and the potential emergence of a new digital divide.  
– Pew Research



# Freelancers skew younger; more than 2 in 5 freelancers are younger than 35



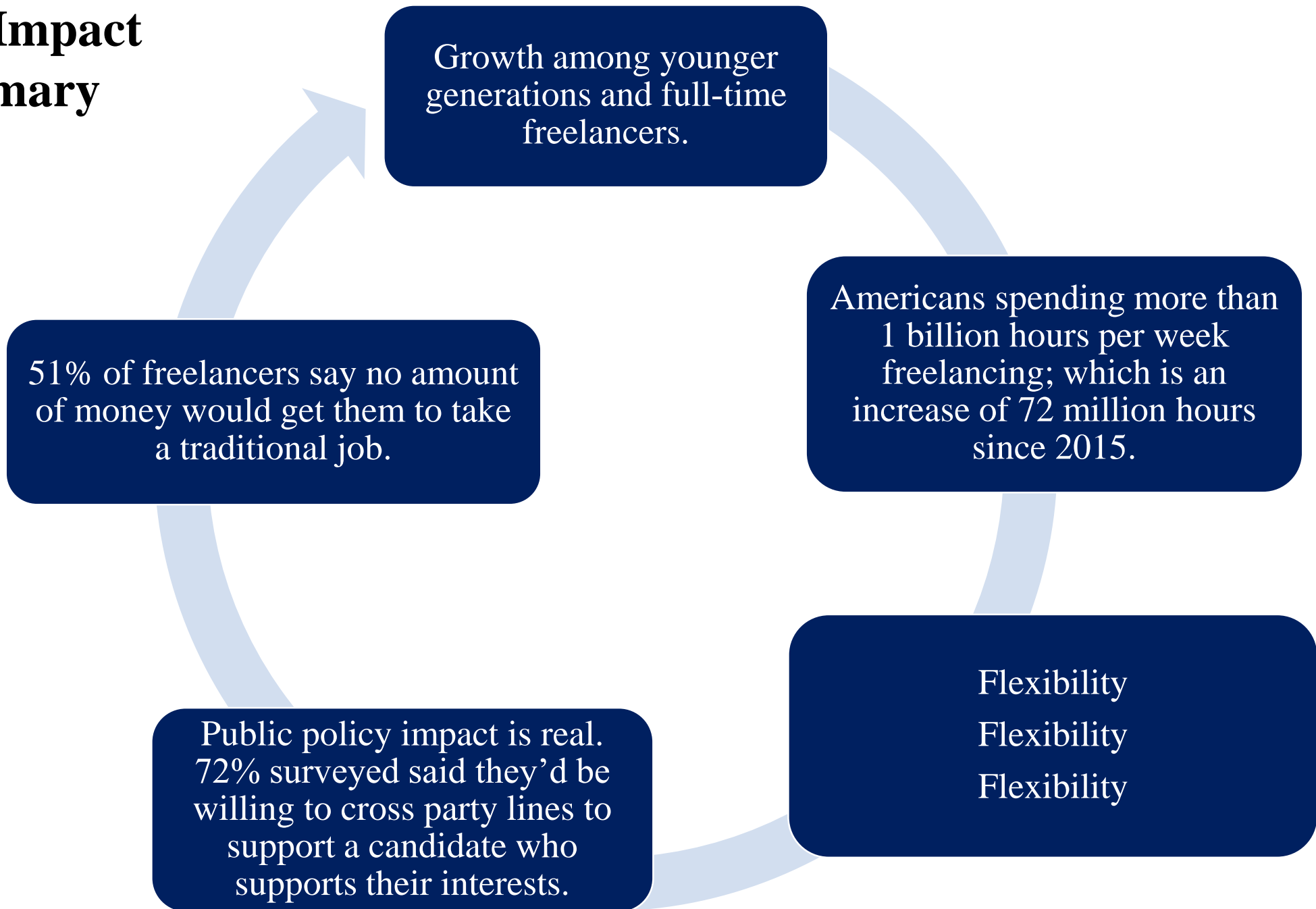
## 5 Segments of Freelancers

Starting with the general U.S. workforce, each respondent ran through a series of questions that carefully qualified their employment status and income in order to detect freelancing activity that might otherwise go unrecorded. The following definitions and examples explain **5 segments of freelancers** captured:

1. **Diversified Workers (31% / 17.6 million)** – People with multiple sources of income from a mix of traditional employers and freelance work. For example, someone who works part-time at a start-up, manages an Airbnb and does freelance coding.
2. **Independent Contractors (31% of the independent workforce / 17.6 million professionals)** – These “traditional” freelancers don’t have an employer and instead do freelance, temporary, or supplemental work on a project-to-project basis.
3. **Moonlighters (26% / 14.7 million)** – Professionals with a primary, traditional job who also moonlight doing freelance work. For example, a corporate-employed web developer who does projects for non-profits in the evening.
4. **Freelance Business Owners (6% / 3.4 million)** – These freelancers have one or more employees and consider themselves both a freelancer and a business owner. For example, a social marketing guru who hires a team of other social marketers to build a small agency, but still identifies as a freelancer.
5. **Temporary Workers (6% / 3.4 million)** – Individuals with a single employer, client, job, or contract project where their employment status is temporary. For example, a data entry worker employed by a staffing agency who is working on a three-month assignment.

In order to qualify, freelancers had to have earned freelance income within the past 12 months.

# Trend Impact Summary



# Companies in the Gig Economy



# Gig Companies

**“I have severe mental health issues that cause me to be very anxious. I can not manage a normal 9-5 job.  
~ 20 Year Old**



**42% of large/mid-size use contingent workers to meet seasonal demands**

**Airbnb**, online rental service  
**DoorDash**, online food delivery  
**Care**, hire nannies, housekeepers, tutors  
**Closet Collective**, rent out your clothes  
**Crowd Flower**, AI/Machine Learning, Data Scientists  
**Drizly**, an alcohol delivery service  
**Fiverr**, services for your business  
**Guru**, programming, financial, legal *\*International*  
**Handy**, an online home services company  
**HopSkipDrive**, ridesharing for families  
**Instacart**, an Internet-based grocery delivery service  
**Lyft**, a transportation network company  
**Postmates**, delivers goods locally  
**Rover**, dog walkers and dog sitters  
**Riovic**, on demand insurance  
**Shyp**, a courier service  
**TaskRabbit**, furniture assembly, delivery \*\$30/hr  
**Uber**, online transportation network company  
**Udemy**, online learning company  
**UrbanSitter**, online babysitter company



**What are some advantages?**

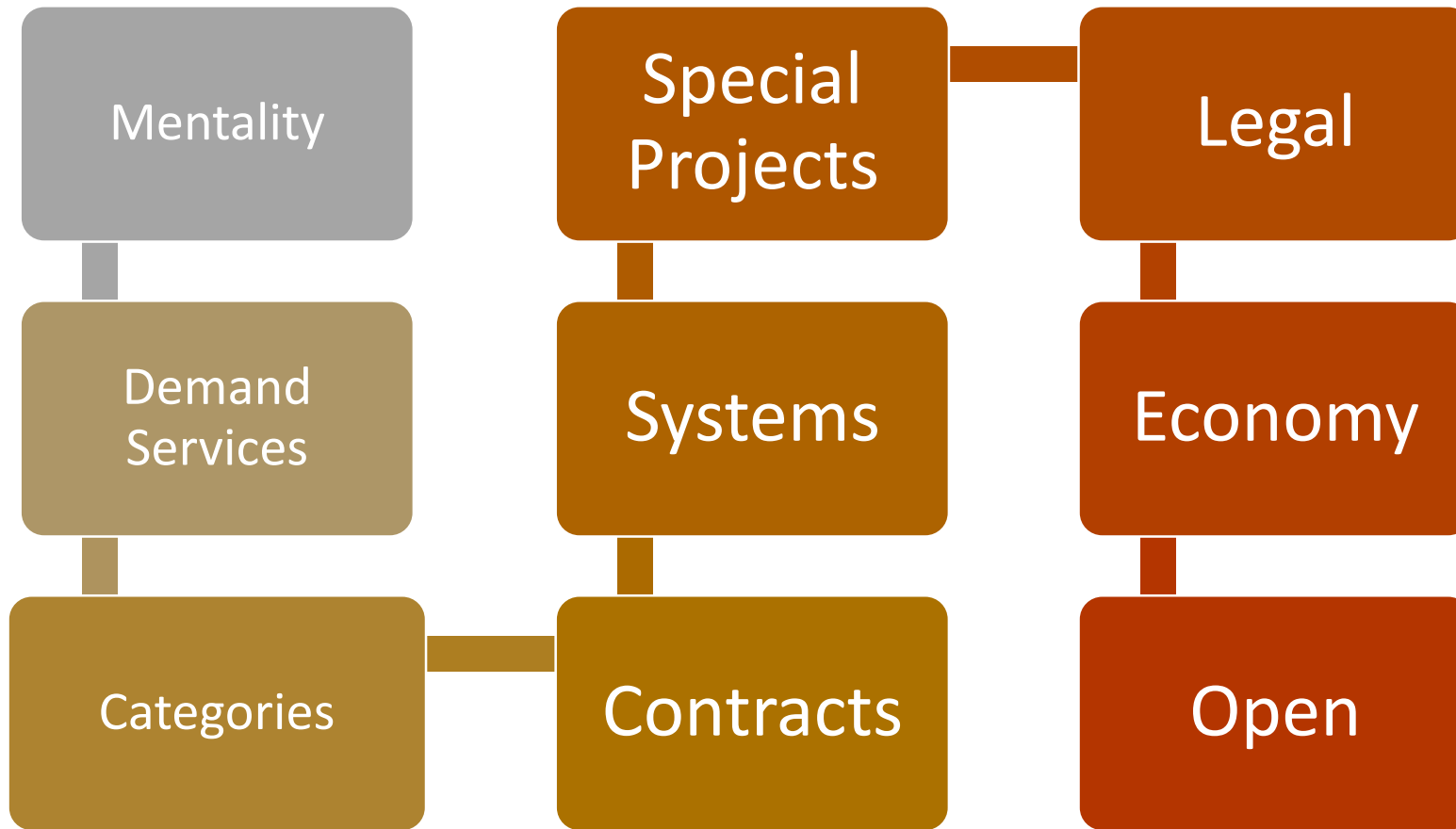
**What are some disadvantages?**



**pwc**

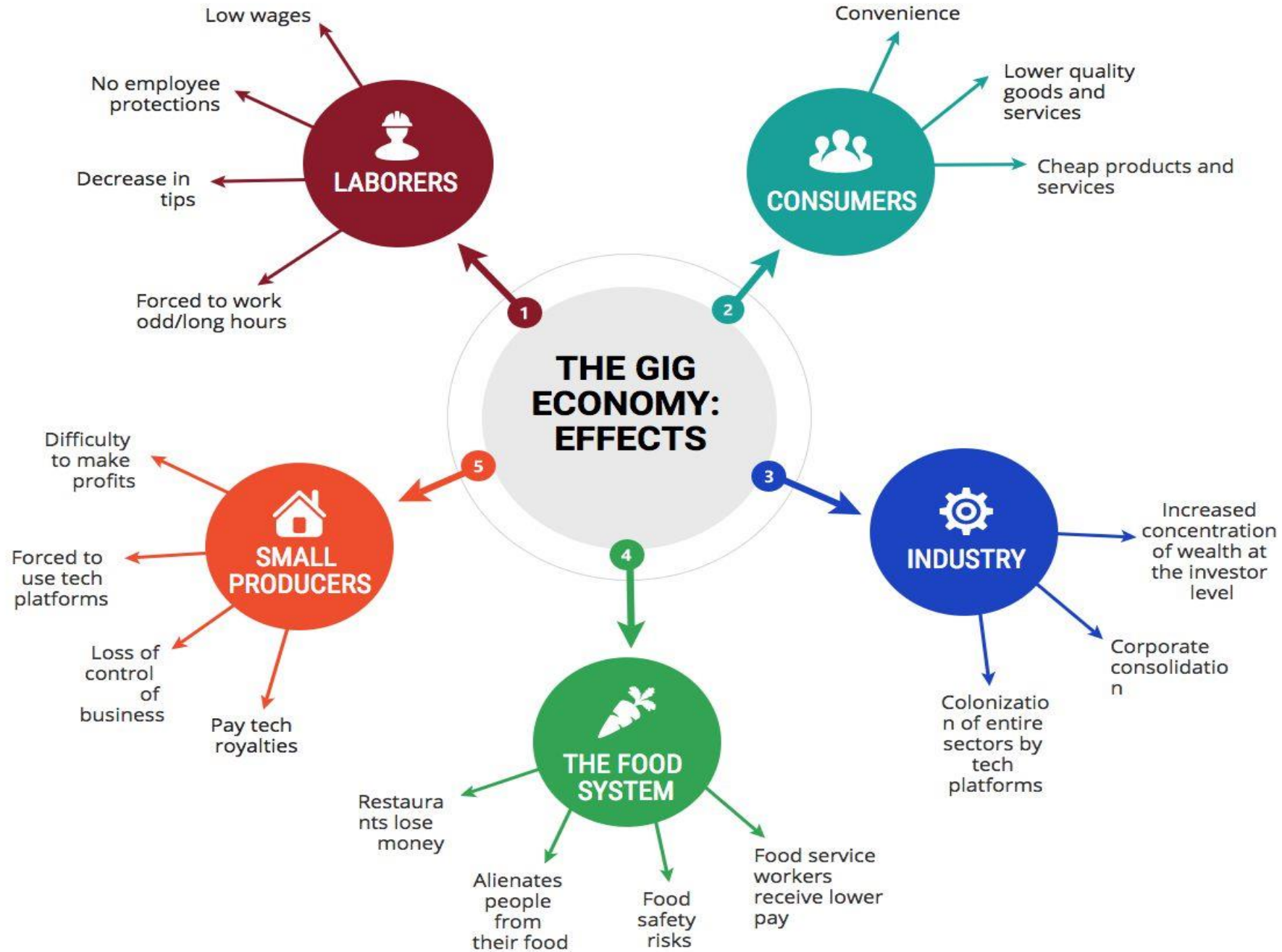


# Gig Economy 'aka' Sharing Economy Model



Americans are human cloud workers. **Human Cloud Worker** is defined as: "... all manner of companies that facilitate direct, digitally-enabled work arrangements, from sourcing a worker through payment.“ #Talent-Gig Relationship

# Gig Economy 'aka' Sharing Economy Model



## Summary

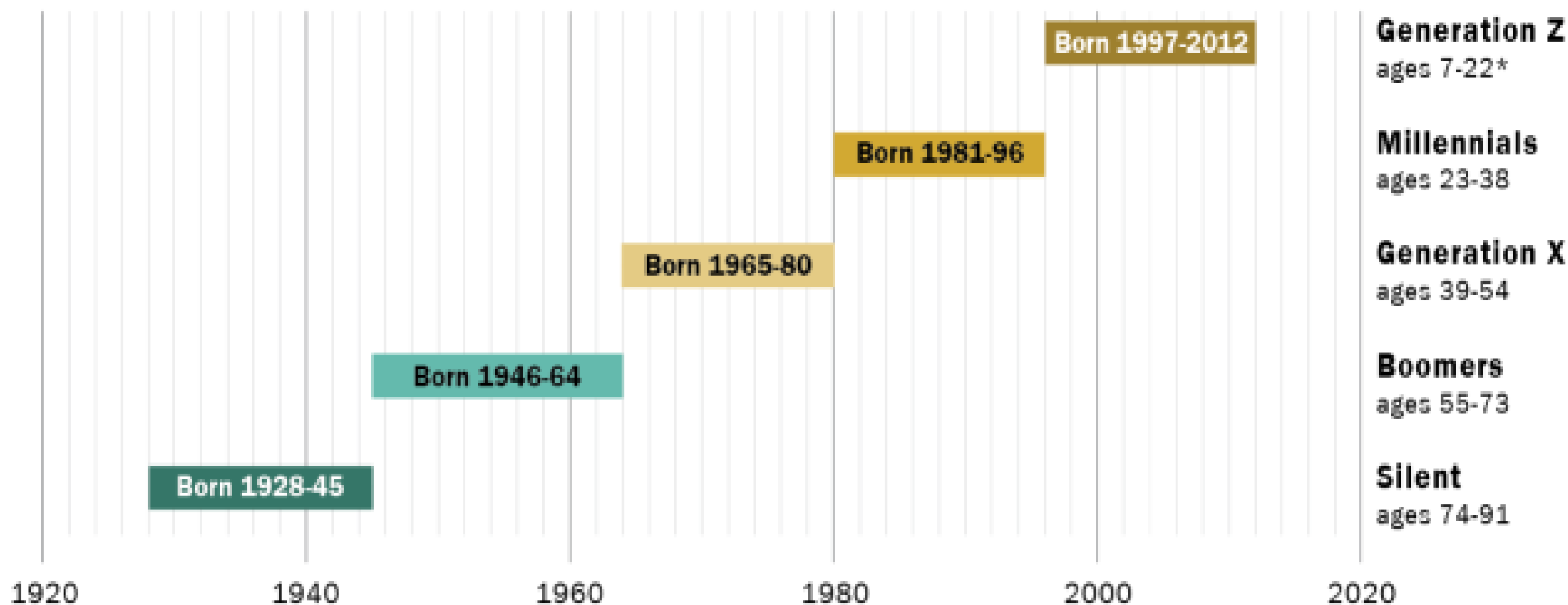
As this trend continues to gain power, business leaders and entrepreneurs must be prepared to do their **due diligence** in research, understanding **hiring** practices, **classifying** employees, becoming **innovative and flexible**, utilizing technology, be open to change and suggestions, and **collaborating** with others in the market place. In addition, they must work with **policy** makers and researchers when seeking to remain a viable, reputable, and fair company.

# Coaching | Managing Gen Z / Millennials



# The generations defined

GENERATION AGE  
IN 2019



\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

# Millennials

87% want to work according to their own schedule

81% of managers who place people in gigs are millennials

92% of millennials want to work remote

87% want to work on their own clock, not 9 to 5

92% of millennials believe that business should be measured by more than just profit and should focus on a societal purpose

2025, millennials will account for 75% of the global workforce

Millennials care more about what you achieve than your education level (i.e. degrees)

87% of millennial executives believe video has a significant and positive impact on an organization



**Mark Zuckerberg**  
(Facebook)

**Jessica Alba**  
(Honest)

**Michelle Phan**  
(YouTube Star)

**Adam D'Angelo**  
(Quora)

**Daniel Ek**  
(Spotify)

**Blake Ross**  
(Mozilla)

# Gen Z

Gen Z will enter the workforce this year 2019\*

61 million strong, larger than the millennials

‘aka’ iGen being the first to grow up with the internet

59% of Gen Z don’t feel like their job will exist in the same form 20 years from now

76% of Gen Z feel that the skills necessary in today’s workforce are different from the skills necessary from past generations

More than half, 59% of Gen Z learners would learn professional skills to make more money

62% of Gen Z stated that hard skills have changed faster than ever and are more important than soft skills.

61% of business leaders believe that Gen Z will need extra support for the development of soft skills



**Jonah Larson**

Age 11, Crochet

**Abbey Fleck**

Age 8, Makin’ Bacon

**Hart Main**

Age 13, ManCan

**Moziah Bridges**

Age 9, Mo’s Bow Ties

**Gabrielle Jordan**

Age 9, Jewelz of Jordan

The search for the truth is at the root of all Generation Z's behavior.

**'Undefined ID'**

"Don't define yourself  
in only one way"



Expressing  
individual **truth**

**'Communaholic'**

"Be radically  
inclusive"



Connecting through  
different **truths**

**'Dialoguer'**

"Have fewer confrontations  
and more dialogue"



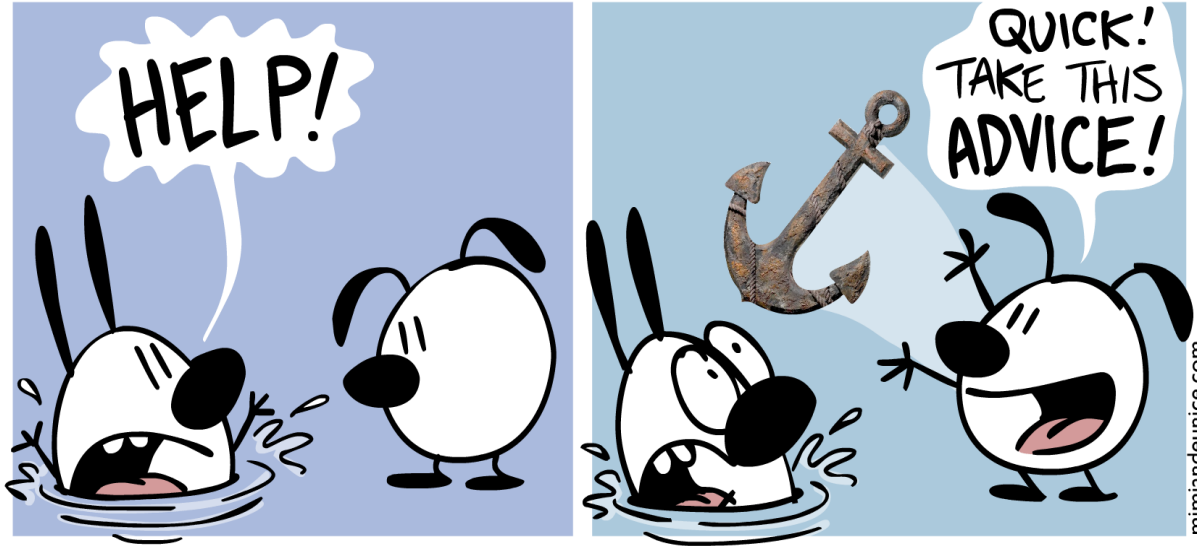
Understanding  
different **truths**

**Realistic**

"Live life  
pragmatically"



Unveiling the **truth**  
behind all things



When millennials were asked what guidance they would give Gen Z – they said:

1. **Learn as much as possible**
2. **Work hard**
3. **Be patient**
4. **Be dedicated**
5. **Be flexible**

The advice millennials have for GenZ varies by country. Those in China, for example, encourage GenZ to be “humble;” in South America, it is more typical to advise them to “be ready to learn;” and in the US and Canada, the message is to “work hard.”





# Coaching/Managing Gen Z

Bite-size learning on their own

Culture of learning

Authentic

Digital

Hands On

Engagement

“While there are some general traits and personas that evolve as humans age, overall we’re very much the same. We all want to be challenged, appreciated, and part of something meaningful,” says **Millennial Entrepreneur**

# Coaching/Managing Millennials



- Attitude
- Appreciation
- Source

Mindset



- Work life
- Entrepreneur
- Relationships
- Collaboration
- Challenging

Mainframe



- Expectations
- Failure
- Feedback
- Vision
- Advancement

Methods

“Whenever someone on my team isn’t performing, typically it’s not laziness; it’s usually when I’m in ‘boss mode’ and not ‘leader mode,” says

**Manager of Millennials**



**KEEP  
CALM  
AND  
LET'S  
RECAP**



[www.theyouthcareercoach.com](http://www.theyouthcareercoach.com)



*Thank  
you*

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