



# HOW TO COACH GENERATION Z

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

# MILLENIAL CHARACTERISTICS 1980 - 1995



- **"SENSE OF ENTITLEMENT"**
- **MULTITASKERS (2 OR MORE DEVICES)**
- **INSTANT GRATIFICATION (SOCIAL MEDIA)**
- **PREFER TEXTING/MESSAGING**
- **STRUCTURED (PLAY DATES)**
- **HIGH SELF ESTEEM**
- **SHORT TERM GOALS**



# GENERATION Z

The generation after Millennials

# WE ARE GENERATION Z.



We send more than **100** texts per day

Our attention span = **8** seconds

**73%** are connected within an hour of waking up



**88%** of us are extremely close to our parents



**76%** are concerned about human impact on the planet

**77%** believe that businesses should make "doing good" central to their mission



**55%** feel pressured by our parents to get early professional experience

**74%** of us would rather work for ourselves



**1/2** of us will be university educated (compared with 1/3 of Millennials)



We're concerned about privacy — **42%** of us are sharing less than we did 2 years ago



We spend more than **7.5** hours a day in front of a screen



**9 out of 10** feel optimistic about our own future



**65%** of us worry about the economy in general



# GENERATIONAL SIMILARITIES & DIFFERENCES

## MILLENNIAL

BORN 1980 – 1995

EMBRACED TECHNOLOGY

CAN RECALL DIAL-UP & AOL

WANT A JOB WITH AN  
OPPORTUNITY FOR GROWTH

INSTANT GRATIFICATION  
& RECOGNITION

CIVIC ORIENTED

OPTIMISTIC

DIFFERENCE  
MAKERS

CORPORATE  
SKEPTICISM

PERSONAL  
RESPONSIBILITY

ENTREPRENEURIAL  
THINKING

TECHNOLOGY  
SAVVY

## GEN Z

BORN AFTER 1995

TRUE DIGITAL NATIVES

BORN INTO A WORLD WITH  
AMPLE TECHNOLOGY

FOCUS ON PERSONAL  
CONNECTIONS

PREFER MORE FACE-TO-FACE  
COMMUNICATION

POST 9/11 &  
GREAT RECESSION

PRAGMATIC

# 100% DIGITAL ERA



NETFLIX

1997



Google

1998



2001



iPod  
iTunes



facebook

2004



YouTube

2005



twitter

2006



iPhone

2007



Instagram

2008



Pinterest

2010



iPad

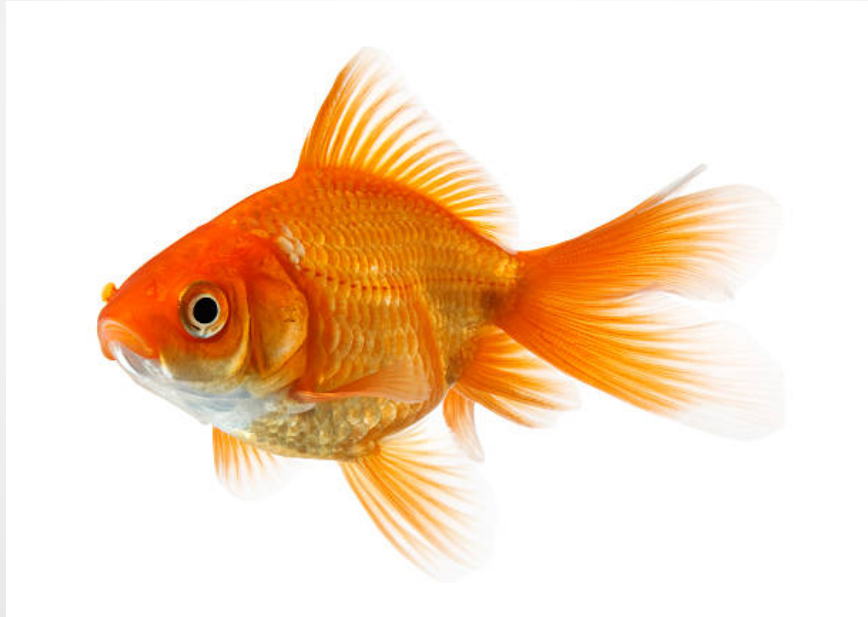


snapchat

2011

# 8 SECOND ATTENTION SPAN

**< GOLDFISH**



## 7.5 HOURS A DAY OF SCREEN TIME





# USE SOCIAL MEDIA/APPS AND ...

## FACE TO FACE COMMUNICATION

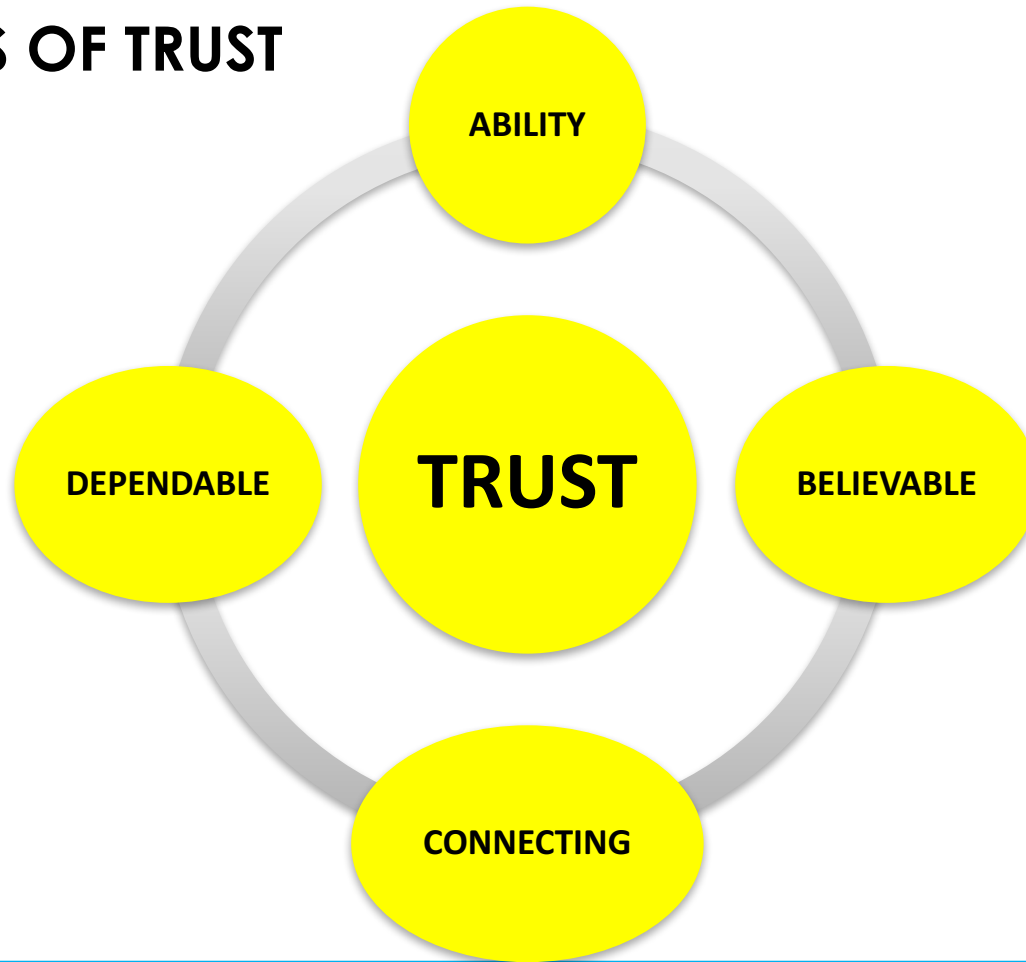


# FAMILY 1<sup>ST</sup>, SCHOOL 2<sup>ND</sup>, SPORTS 3<sup>RD</sup>



**Gen Z is most influenced by their parents (47%).**

# THE QUALITIES OF TRUST



# RUN AN EFFECTIVE PARENT MEETING



## AGENDA – HAVE THE ANSWERS TO:

- WHAT IS YOUR BACKGROUND/EXPERIENCE?
- WHY DO YOU COACH?
- WHAT IS YOUR PHILOSOPHY?
- WHAT ARE YOUR EXPECTATIONS?
- WHAT IS THE SEASON PLAN?
- WHAT IS IT GOING TO COST? (TIME/\$\$)
- WHAT HELP DO YOU NEED FROM US?
- WHAT FORMS DO WE NEED TO FILL OUT?
- WHAT PARENT RESOURCES DO YOU RECOMMEND?
- Q&A?



# OTHER TIPS TO ENGAGE GEN Z PARENTS



1. Clear Communication Strategy
2. Recruit Parent Volunteers
3. Provide Educational Resources  
Websites/Social Media



Don't Be A Kid's Last Coach



WWPIS

WORKING WITH

PARENTS  
IN SPORT



CANADIAN  
SPORT FOR LIFE



Using a  
**Facebook**  
**Fan Page**  
to   
*Engage Parents*



# GEN Z SPORT PET PEEVES



# GEN Z SPORT PET PEEVES



- 1. WHEN COACHES PLAY THEIR FAVORITES**
- 2. WHEN TEAM MATES ARE SELFISH**
- 3. WHEN TEAM MATES/COACH ARE DISRESPECTFUL**
- 4. WHEN TEAM MATES NOT COMMITTED**
- 5. ADULT CRITICISM/RIDE HOME**



# THE RIDE HOME



**TRUE  
SPORT  
LIVES HERE**



# UNIVERSITY OF GEORGIA 2012 STUDY: GEN Z TOP 4 PREFERRED COACHING STYLES



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**Volume 5 Issue 2, August 2012**[Previous](#) [Next](#)  
**RESEARCH**  
**The Preferred Coaching Styles of Generation Z Athletes: A Qualitative Study**  
  
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# 1. DOES NOT YELL AND REMAINS CALM

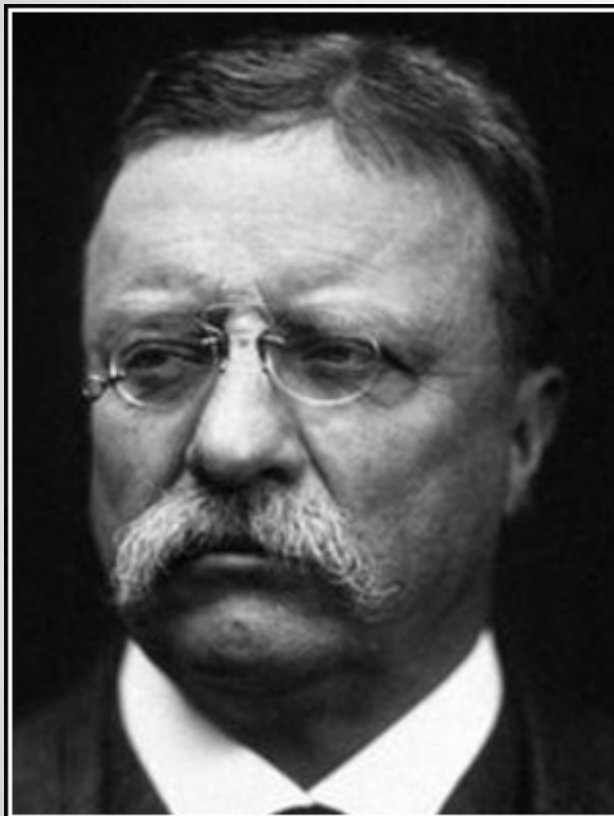






**COACH TASK:** WHAT ARE THE TOP 3 CHARACTERISTICS OF THE GREATEST COACH YOU EVER HAD?

## 2. CARING AND ENCOURAGEMENT



Nobody cares how much you know,  
until they know how much you care.

— Theodore Roosevelt —

AZ QUOTES

### 3. KNOWLEDGE OF THE SPORT



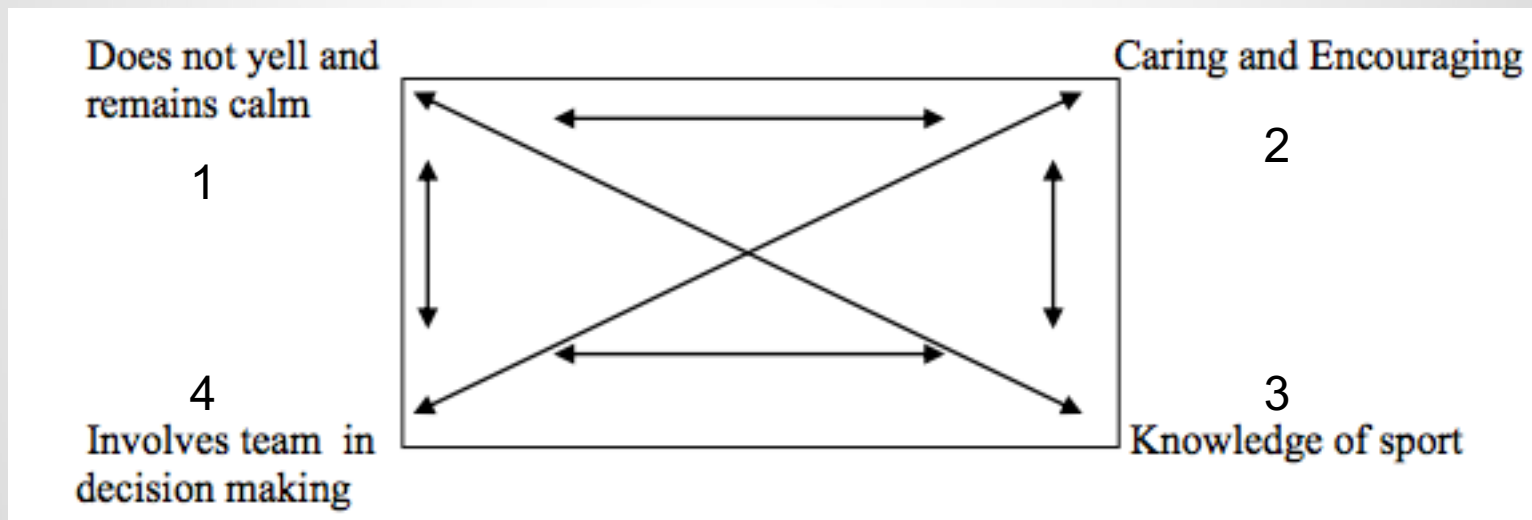
## 4. INVOLVE TEAM IN DECISION MAKING

### SEAN MCVAY – 2017 NFL COACH OF THE YEAR



# RECAP - WHAT GEN Z WANTS FROM COACHES

## UNIVERSITY OF GEORGIA 2012 STUDY





# NO MORE PARTICIPATION TROPHIES



# DEVELOP INTRINSIC MOTIVATION (Karageorghis 1969)

## EXTRINSIC MOTIVATORS

- **MONEY**
- **BONUSES**
- **BENEFITS**
- **MEDALS**
- **PARENTS**
- **MEDIA**



## INTRINSIC MOTIVATORS

- **JOY**
- **PASSION**
- **LOVE**
- **CURIOSITY**
- **LEARNING**
- **FUN**

# KEY TAKEAWAYS



1. USE TECHNOLOGY/APPS AND FACE TO FACE
2. ENGAGE, DON'T DEAL WITH, PARENTS
3. TEACH SKILLS OF THE GAME AND LIFE
4. SHARED OWNERSHIP - EMPOWERMENT
5. NO MORE PARTICIPATION TROPHIES

## CONTACT US



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