

# MANMOHAN COACHING



iGen / Gen Z: the first generation to enter adolescence with smartphones already in their hands

## 10 trends shaping iGen:

1. **IN NO HURRY** - the extension of childhood into adolescence
2. **INTERNET** - how much time they are really spending on their phones — and what that has replaced
3. **IN PERSON NO MORE** - the decline of in-person social interactions
4. **INSECURE** - the rise in mental health issues
5. **IRRELIGIOUS** - the decline in religion
6. **INSULATED BUT NOT INTRINSIC** - the interest in safety and the decline in civic movement
7. **INCOME INSECURITY** - new attitude towards work
8. **INDEFINITE** - new attitude towards sex, relationships, and children
9. **INCLUSIVE** - acceptance, equality and freedom of speech debates
10. **INDEPENDENT** - their political views

Source: iGen: Why Today's Super-Connected Kids are Growing Up Less Rebellious, More Tolerant, Less Happy - and Completely Unprepared for Adulthood\* - Jean M. Twenge