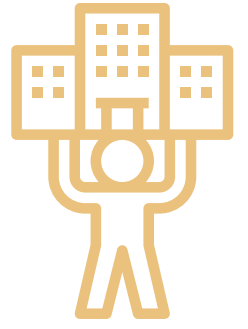




GEN Z



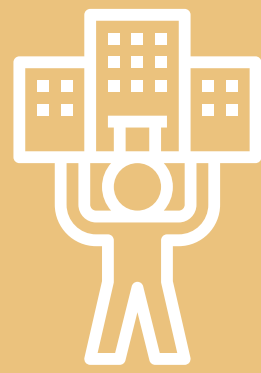
AND

THE CFO

WHY GENERATION Z AND THE CFO NEED EACH OTHER

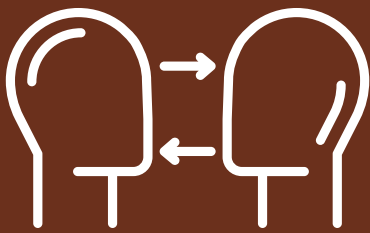


Digital Transformation



Complements

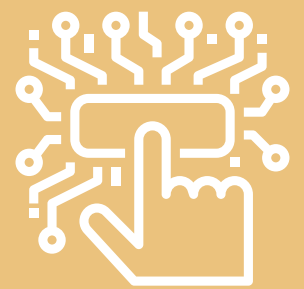
TECH SAVVY VS. BUSINESS SAVVY



The Mutual Benefit Savvy² is twice as Savvy

DIGITAL NATIVE VS. DIGITAL IMMIGRANTS

The Mutual Benefit Diversity rocks



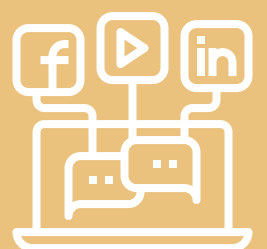
DIGITALLY CONNECTED VS. DIGITALLY AWARE



The Mutual Benefit Leverage perspectives

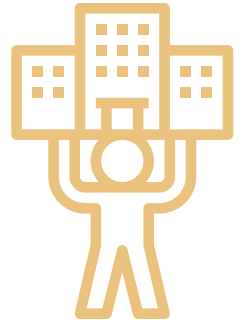
SOCIAL MEDIA AWARE VS. SOCIAL MEDIA CURIOUS

The Mutual Benefit Modern Marketing





GEN Z



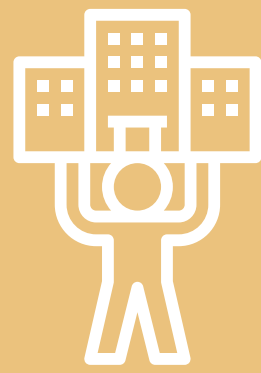
AND

THE CFO

WHY GENERATION Z AND THE CFO NEED EACH OTHER



Student/Teacher



Mentor/Mentee

READY TO LEARN VS. READY TO TEACH



The Mutual Benefit
The perfect fit

SHORT ON EXPERIENCE VS. LONG ON EXPERIENCE

The Mutual Benefit
Combine new paths w/ past success



DIVERSE BACKGROUNDS VS. VALUE DIVERSITY



The Mutual Benefit
Variety is the catalyst for innovation

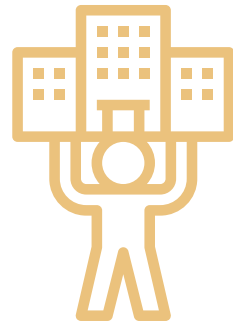
LEARNERS/TEACHERS VS. TEACHERS/LEARNERS

The Mutual Benefit
Symbiotic relationship





GEN Z



AND

THE CFO

WHY GENERATION Z AND THE CFO NEED EACH OTHER



Career Starting



Career Closing

CULTURAL LEADERS VS. ECONOMIC LEADERS



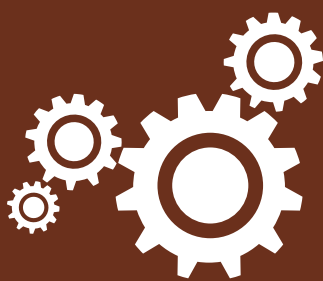
The Mutual Benefit
Cultural plus Economic capital > B4

NEED FOR WORK VS. NEED FOR PLAY

The Mutual Benefit
Economic need vs Lifestyle goal



GROWING VS. SLOWING



The Mutual Benefit
Outward focus vs Inward focus

ASPIRES TO VS. HAS ACHIEVED

The Mutual Benefit
Lives to Change/Lives Changed



A STORY TO BE WRITTEN VS. A STORY TO BE TOLD



The Mutual Benefit
Fulfill a dream/Create a legacy