

Generation Gaps: The minefield between Minecraft and Mein Kampf

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A compelling home video went viral this Christmas.

Christmas gifts personify joy and happiness. However, in this video, a teen sits in polite confusion with a freshly opened present in his lap while a ripple of shockwaves goes through the room. "He asked for Minecraft dad, not Mein Kampf" the horrified dad exclaims as the grandfather, aghast and bewildered, realizes that the generation gap has finally caught up with him in the most unexpected and unwelcome way.

Whilst the generational difference can be amusing and entertaining at best, at worst it can cause miscommunication, conflict, and resentment. In a fast-paced and competitive work environment, organisations cannot afford to overlook the importance that generational theory plays in how we think and behave as a generational cohort.

The social, economic, and political events that play out in our formative years are woven into our collective consciousness and crystallizes into general traits, habits, and preferences. To leverage Generation Z's potential, organisations need to know what motivates Gen Z and how they want to learn, work and be rewarded. From the plethora of E-entrepreneurs and Social Media moguls, it is evident that these digital natives are breaking new ground and influencing our culture and technology in profound new ways.

Whether organisations will pay heed to the stampede of Gen Z's entering the workforce in 2020 is an open question. What is certain is that this headstrong generation will provide stern challenges and opportunities alike.