

Exemplifying Resourcefulness and Resiliency in the Face of Change

Generation Z long known for its resourcefulness, has been able to innovatively deal with challenges and setbacks. This may help this generation become resilient to change, an attitude needed to deal with the unexpected shifts driven by the COVID-19 pandemic.

Leveraging resourcefulness

As digital natives, Generation Z grew up with a world of information at their fingertips. At a young age, they learned how to make and fix things on YouTube. Soon they turned that knowledge to their advantage, selling products on Etsy and launching ad-supported influencer communities. The democratization of business fostered by the Internet means that they grew up in a world where they can be entrepreneurs at 12 years old.

Given that a majority of Gen Zers ultimately want to [run their own business](#), one might expect these youths to head straight from high school educational experiences to the workforce. Quite the contrary: Generation Z has viewed higher education as a launching pad to an even higher-paying career. It has been projected that a larger percentage of Gen Z will attend and graduate from college than any previous generation.

Generation Z's resourcefulness and DIY spirit flourished under the COVID-19 pandemic. As schools shut down, young people turned to YouTube, TikTok and other apps to leverage study hacks and build good habits to help make the most of their at-home educational experiences during this unprecedented time.

A resilient mindset in the face of change

Although Generation Z was caught as off guard as anyone by the rapid acceleration of this pandemic, they did find something completely expected in this tragedy. This generation has grown up facing economic volatility, becoming the first generation in some time without an expectation that their life will be better than that of their parents. They have faced the undesirable impacts of social media, negatively-charged politics, and social injustice head-on and have emerged with a dark sense of humor. In some ways, the life-altering moments that further derailed their young adulthood seem oddly fitting to them.

COVID-19 reinforced a mindset that Gen Z already had: that things were not going to go smoothly for them. This sentiment around the pandemic became a shared experience that Gen Z could rally behind.