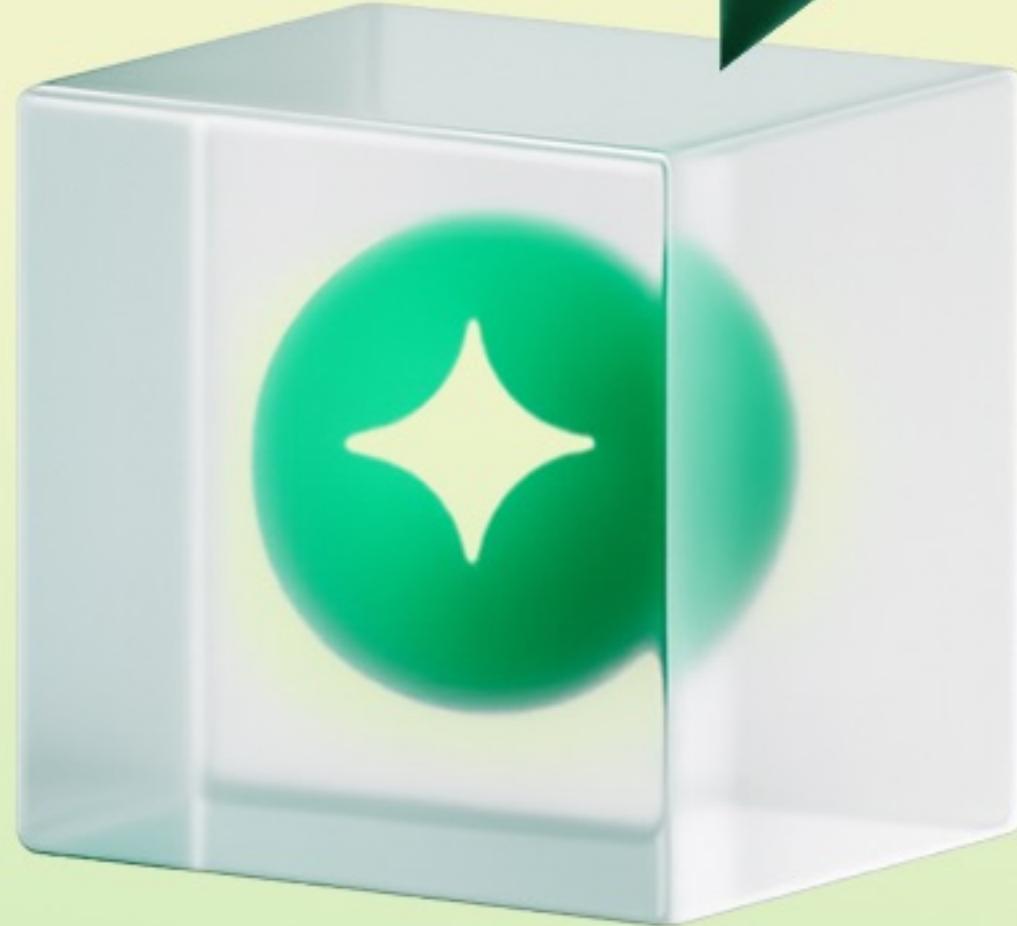




Don't
box them in!



Gen Z *doesn't fear AI or the future of work.*

They're building their future – *freelance-first.*

More than **50%** of Gen Z said they currently or plan to freelance for work.



Only 7%

of Gen Z fear *AI taking their job...*

7%



But 36% fear getting stuck in a **career they hate**.

Comfort

Control

Flexibility

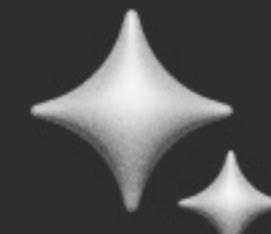
⋮

That's what **Gen Z** wants from **work**.

And they're designing their *own careers* to get it, with **AI** and **freelancing** by their side.



...



AI isn't replacing Gen Z.
It's **amplifying** them.

60%

of Gen Z trust AI to help with
their work.



How they're using AI

and why it matters



Brainstorm ideas



Level up skills



Create content



Analyze data

Gen Z *isn't* resisting AI. They're **optimizing** with it.

Gen Z

is telling us what the **future** looks like.



- They're not afraid of AI.
- They're afraid of being boxed in.

Is your business built for the next generation's workforce?