

Working Group

Design Lovable Products for Gen Z



Join Tearsheet and other senior professionals from across the industry for a live workshop devoted to tackling one of the most poignant challenges today for financial services: New products and marketing strategies to target Gen Z, the largest generation and the future of financial services.

You'll join a virtual group with opportunities for IRL (in real life) sessions moderated by Tearsheet, the top media firm dedicated to advancing financial services and creating better outcomes for individuals, businesses, and the industry as a whole.

Why attend this working group?

Gen Z is here and the biggest generation ever: Gen Z likely won't make your firm money today but that's the point -- they are such a large and important generation that they will be your core customers in the future. But they're not resonating with traditional financial services, choosing instead to go to fintechs or brands that

New opportunities and challenges: Gen Z opens up all kinds of opportunities to service new customers. It requires some technology support. New use cases emerge for a generation that grew up digitally and transacts according to strong social values. Young customers also don't hang out where older ones do -- so channels are changing if you want to reach them.

Collaborate with peers at top organizations: So, what better way to help move the ball forward in your professional life and organization than meeting with an all-star group of your peers to work it all out? Listen, share, contribute -- magic happens when a bunch of experienced, smart people from different firms and parts of.

Who is the working group for?

You're responsible: If you're involved in formulating strategy and/or tactics for your firm's banking or payment products or marketing to Gen Z, this group is for you. We give preference to professionals at banks and payments companies. Investors and consultants are welcome, too.

You're motivated and can commit: We encourage our participants to join all our sessions. You should be open to sharing ideas and working stuff out with your peers. There's an investment of time and money for this group -- so you should be motivated to make the most of it. It matters and your full participation matters to your peers.

4 sessions | 90 minutes | 8 weeks via ZOOM

Calendar invites will be shared. If you can't make a session, they will be recorded and transcribed. You're encouraged to watch/read it, so you'll be up to speed for the next session.