

How to Activate Your Gen-Z Workforce with Memes

*An all-encompassing masterclass by master HR resources expert
and Gen-Z Wrangler™, Jaundy Bling.*



Our Gen Z workers are a profoundly misunderstood Beast. In this course, we're going to break down what it means to be a Gen Z in the working age and how we can look into the enigmatic souls of these precious boys, girls, and non-binary folx with the use of the popular internet phenomenon, “memes”.



We're going to talk about the Gen Z work ethic, they're commonly used technology, the humor, and last but not least, memes.

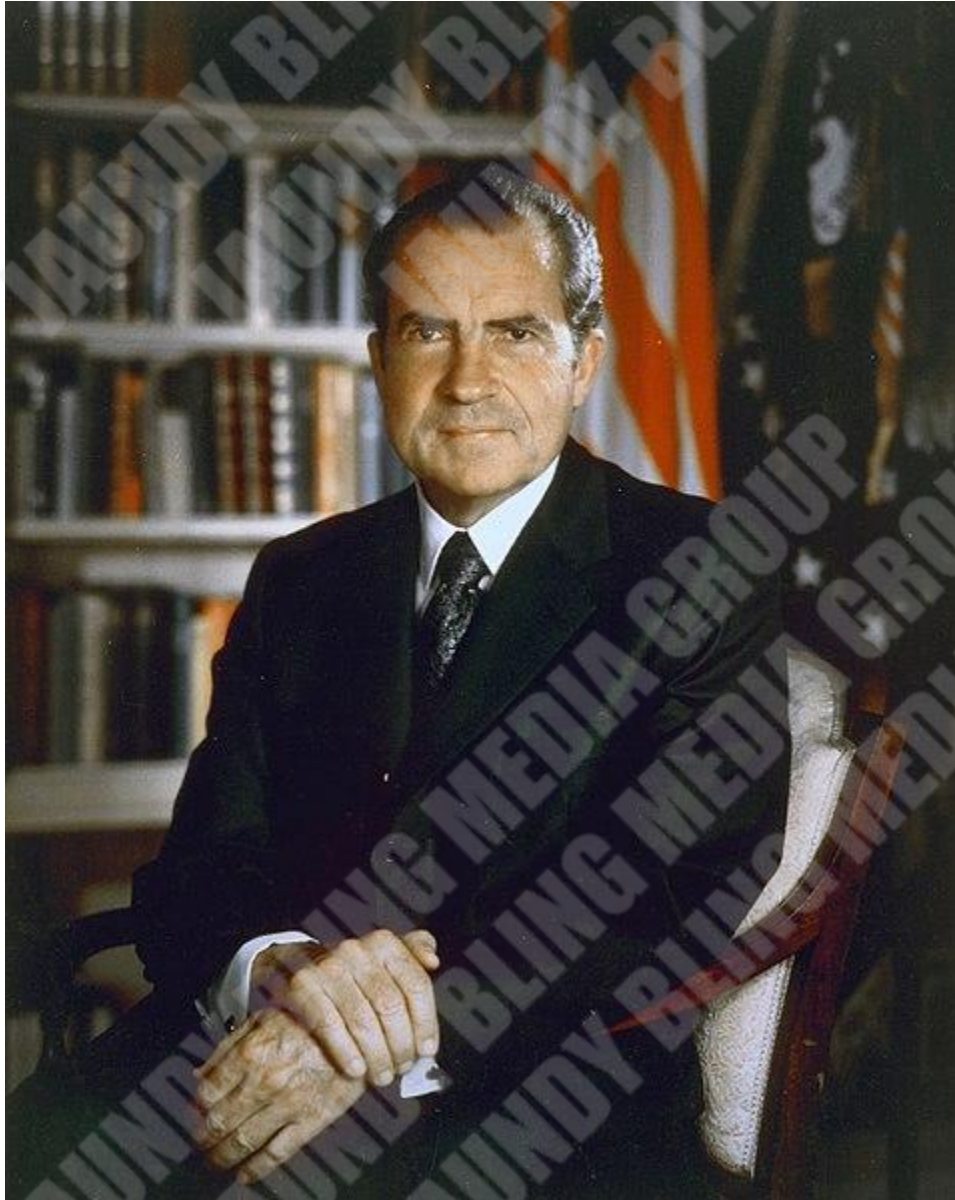
- Memes are a great tool to activate and get insight into the current zeitgeist of the Generation-Z mind.
- How do you even create memes in the first place, and how do you do it in a way that doesn't seem

Lame or cringe?

We're going to discuss how to effectively use them, what memes to use, and all of this and more is answered in this awesome course by bestselling author and HR coach, Jaundy Bling.

Let's introduce our gen Z workers.

- generation Z is typically defined as individuals born between 1997 and 2012 and they've never known a world without the internet.
- this means you can activate what they like about the internet to activate them in the work force.
- gen Z are very vocal about diversity and equality and this is something that we will talk about later in section 7b: Diversity win! how to use diverse memes to your advantage.
- from the Nixon Administration to Woodstock 2.0, gen Z has seen it all. social media platforms have played a significant role in the identity formation of most gen Z people and social media commonly includes memes, mental health, infographics. We'll talk about how to leverage infographics in module 3: heartfelt infographics.



President *Nixon*

Let's get one thing straight – gen Z is not lazy. this is a common misconception by those in power that are trying to keep gen Z workers down. and while it may seem that your gen Z workers are being lazy when they are looking at their phones, texting their Compadres it's just because they haven't

been activated yet. Activation will be proven and taught in this course.

The myth that gen Z is lazy and stupid and stinky is perpetuated by fat cats at the top of the money pile. T



Fat Cat

- The truth could not be further from the LIE. these bitch ass mother fuckers keep throwing useless shit at their gen Z workers that **aren't memes** and this is why their gen Z workers like to **sit and lay prone** at the office.
- I even heard my stupid fucking boss say we should fire all gen Z workers because they can't work because they're too addicted to things like Instagram and Youtube and you know what I say to that? Pshaw.
- gen Z is hardly addicted to Insta (Instagram) or the like, and I have the stats to back it up. we will talk stats in module 7: stats.

Gen Z has developed a need for diverse learning experiences based on their experiences with covid and assorted other illnesses. in our cuckoo crazy digital world we have to **add a level of screens to the way** we train our **youngsters**. This includes things like YouTube tutorials, wikiHow articles, **Google Glass**, memes, And **downloading**. We will talk about **downloading** in length in module 4 **downloading**.

Let's talk about the intergenerational beef. we know that gen Z and Millennials don't fuck with each other. this is because Gen Z would rather talk about Hawk tuah and other street memes than certain Millennial centerpieces such as Eminem and Big Chungus.

- Boomers and gen Z also have their own share of beef, because Gen Z would rather talk about Mumble rap music than Scott Walker.
- However, we can use these generational beefs to activate productivity, as exposed in our brand new section 8: Where's the beef? How to activate beef to boost productivity sixfold.
- *(Sidenote: Gen Z and Gen X actually get along pretty well, sometimes too well: refer to module 8e: Sus? how to dissuade intergenerational relationships (with memes)).*

Armed with this knowledge of gen Z let's get right into the meat and potatoes.

Table of contents:

Module 1: Introducing Gen-Z

Table of contents

Module 2: The myth

Module 3: Heartfelt infographics

Module 4: Memes: Part 1

Module 5: **downloading**

Module 6: Leveraging AI memes

Module 7: The stats.

Module 8: Where's the beef? How to activate beef to boost productivity sixfold

Glossary

Epilogue

Module 2: The myth



Luckily for all my employers out there, this meme seen above can actually be **enjoyed** by gen Z believe it or not. Say whaaat? You see, A lot of gen Z actually appreciate a bit of a self-deprecating sense of humor, and if you really lean into it, it can be seen as very Charming. take it from me. I have the stats to back it up.

However, While freaking hilarious, this meme perpetuates a negative and false perception of Generation Z work ethic. I'd like to open the class to discussion on how you personally feel about the Gen Z work ethic. consider thinking about your implicit biases against gen Z and also any potential biases that may have been developed due to memes such as this.

Thoughts about it yet? Awesome. Consider that thought *even more*.

Considered?: You're finally getting it.

Okay, I think you're ready: It's time for me to unpack this narsty rumour/myth.

Let's talk about what I mentioned earlier In module 1: introducing gen Z. I mentioned that my low key brain dead fat cat boss tried firing all of the Gen Z's at once even in companies that did not belong to him. and I asked him politely: why? check your generational privileges. they didn't ask to be born with an iPad conjoined to their hip, and to quote the great Beyonce, baby they were born this way. you just need to learn how to use the iPad to your productivity advantage.

Nonetheless, Let's look at some memes that confront the above stereotypes:



This meme depicts Generation Z as a guy pushing a cool rock up a hill. This is a lot better for various reasons. for one the rock looks really cool and the person pictured is likely pushing it to show to their friends which is a lot of hard work.

2. The subject in the meme is actually a human being instead of a sloth which is more accurate to our gen Z Compadres. and thirdably, It shows our gen Z friends getting their hands dirty because the Rock likely has dirt on it. This is a lot more faithful to gen Z work ethic, as they like pushing rocks up hills and getting dirt on their hands, which is a staple of hard work.

I'll beat the shit out of any motherfucker that talks sweet about my gen Z employees. and while we all have our Mondays, (Garfield reference (refer to glossary if unfamiliar)), quote unquote we were born this way. Jaundy Bling, out.

Module 3: Heartfelt infographics

Halfway between the informational post and the meme is the infographic: easily spreadable and viral and contagious. infographics can be used to summarize large amounts of text visually for our *smol* gen Z minds and because we all know that feeling of reading an extremely lengthy email that nobody really gives a fuck about. here is a meme that depicts that.

**THAT FEELING OF READING
AN EXTREMELY LENGTHY EMAIL**



**THAT NOBODY REALLY
GIVES A FUCK ABOUT**

these are fun and easy to post on one's story or RSS feed or even a workplace wall. but let's break down further how we can really activate gen Z. With infographics, infographics can be about pretty much anything. they can be political, they can bring us together, they can be about a problematic tuber that we need to cancel, all sorts of things. and to really get into it we need to learn how to make our own infographics.

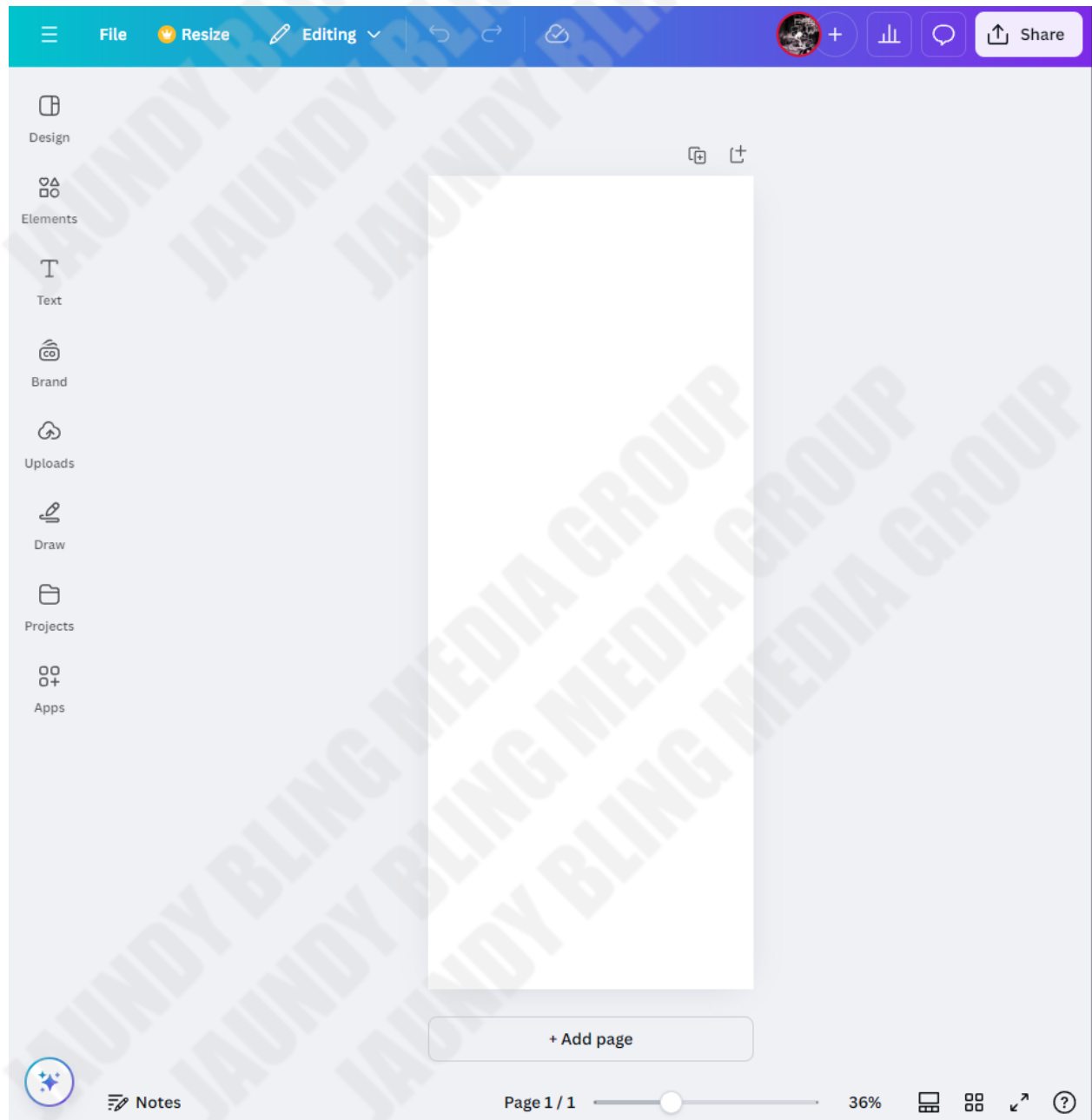
First of all: brainstorming a topic

We need to pick something that emotionally resonates with our gen Z audience so consider things such as Hawk tuah,

Jaundy bling (Wink wink) , cancel culture, and memes. For this example, I'm going to go with myself Jaundy bling.

Sloppy Seconds:

Find an image maker of choice. I'm going to use canva. if you're unfamiliar with what an image maker is, this is NOT the place to learn. Google it or you better buckle your big diaper up.



I'm currently in the savannah that is known as canva. While overwhelming I'm going to break down each and every step to build your awesome infographic.



The first thing I did was add a calm luh title at the top. This is important as to immediately capture the attention of your Gen-z's out there. You got to tell them immediately what's going down in this joint.



Next thing I did was I added a template called free shipping. gen Z love free things because they are low key broke as fuck. but I'm going to edit the template to personalize it a little bit more.

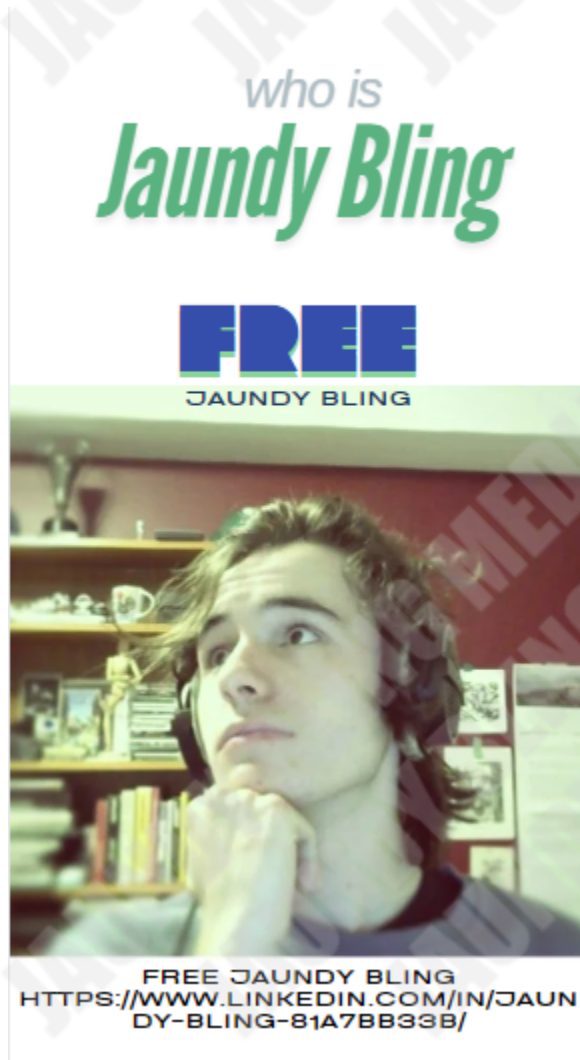
who is
Jaundy Bling

FREE
JAUNDY BLING

Awesome sauce we're getting somewhere we currently have a hook and a line and a sinker. but let's bring this home



I included a nice flattering headshot of myself that I took this morning. It's professional, flattering, but most of all, chill. and that's honestly the most important thing that you can have in your gen Z tool kit. but let's try and bring this home.



I further reiterated my earlier point while also including a link to my LinkedIn which is the intended destination for any gen Z

All right. I think we're done and we've made some progress today. Hopefully if you're following along at home you got a result that's at least passably as good as mine. It takes practice, it really does, but I promise you might even be able to make an awe-inspiring infographic one day.. I'm ready to post it to my socials.



Jaundy Bling • You

Human Resources Executive at Groimps

1m • 🌐

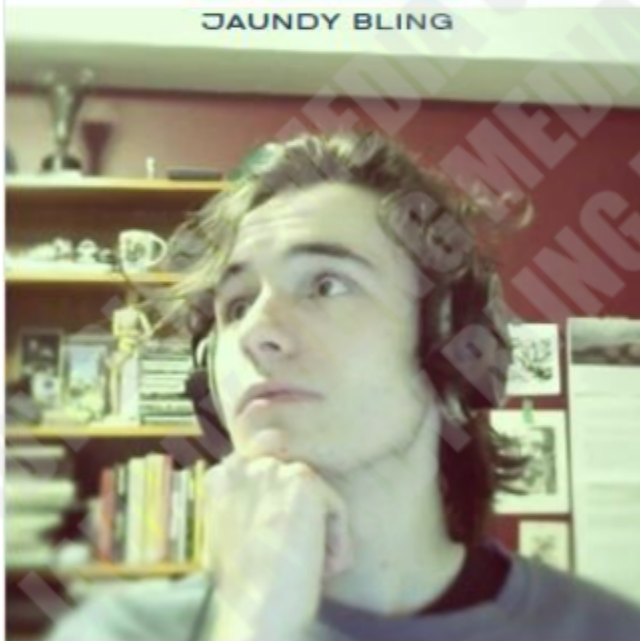


Free Jaundy Bling

who is
Jaundy Bling

FREE

JAUNDY BLING



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1

Reactions



Like



Comment

Case closed.

Module 4 : memes

I don't know if you guys have been noticing but I've been sprinkling some spicy dank memes throughout this course so far, and the reason for that is because I'm trying to get you guys accustomed to the concept.

Memes can be a bit of an abstract concept for those who aren't in the know, and for those who know 🧠, it can be a very powerful tool. so today I'm going to teach you guys all you need to know about le art of memery. Aaaand that's another meme straight to ya face.



The very first memes in existence could be considered to be the cave paintings that the cave guys were scrawling all over the place. but unfortunately those just don't have the moxy to go viral in this day and age. New Meme blast incoming: this one is called expanding brain, if you'd like to use it in your workplace.

TALK



EMAIL



INFOGRAPHICS



**MEMES AS
TAUGHT BY
JAUNDY BLING**



imgflip.com

For those who don't know, I'm using website called imgflip.com. this is a One-Stop shop for meme creation, meme discovery and meme research.

Let's talk about why memes matter to gen Z. Memes are a sort of Gen z language, if the language was *dank* as heck.

Memes can be considered a shorthand language as those who know 🧠 can instantly recognize what one means. and this is a phenomenal use case to activate your gen Z workers..

memes can be used to commentate on things the youth are passionate about, as well as something they like to spend their time on to entertain themselves. if you look up One does not simply, you will find hordes of gen Z that are expressing themselves with this Lord of the Rings movie meme to this day. but let's get into what you really care about: epic use cases to activate your gen Z workers with memeology. One: Discord

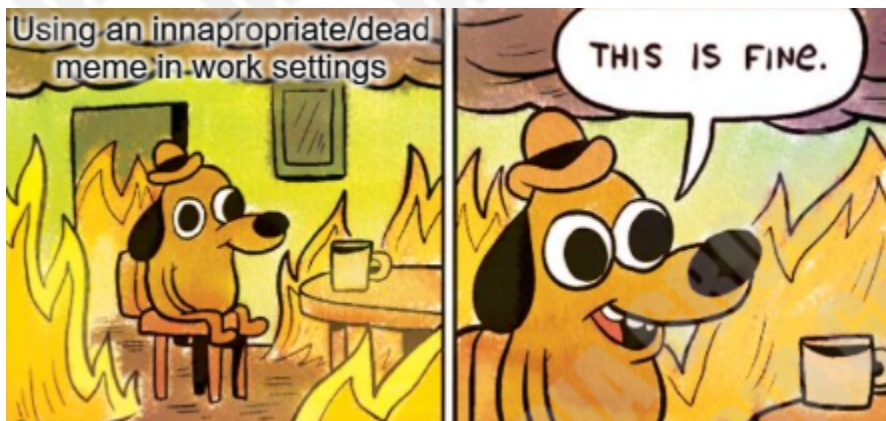
everybody knows the freshest gen-z productive workplaces use Discord. not only is it a sleeker fresher and more gen Z Centered version of something like google hangouts, But it can even help older people stay in the loop. look up Discord tutorial for more information.



Discord

I'm working on a chorus called how to activate your gen Z Workforce with Discord. but you must be patient, my children.

You have to be very careful with how you use your memes. while a powerful tool to engage your gen Z workers, things can easily go Westward when you use the d word: a dead meme.



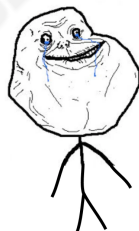
for those in the know, you shouldn't even have to listen to this section. but those who are still curious, well, Buckle right up, because some memes are off the table for use. yep. there are certain memes called Dead memes where overuse has caused meme fatigue as most Scholars call it. I will provide a list of Dead memes below before you start waving your wand around all willy-nilly making memes and putting them in your PowerPoints instead of locking in and doing some research. God damn

Dead Memes (avoid unless very funny, exceptions below)

Trollface: That mischievous grinning face used to signify trolling. (2008)



Forever Alone: Rage comic character representing loneliness.



(2010)

Me Gusta: Rage comic face expressing enjoyment of something disturbing. (2010)

[Too vulgar to share in this course. Research at your own risk.]

Something I like to call the 12-year rule is that if a meme is over 12 years old, it is likely dead and inadvisable to be used. however gen Z has a certain way of complicating things, as per usual. sometimes, there are certain memes that have a sort of resurgence, in what is called irony or an ironic meme. Therefore it is advisable to talk to your local scholar (you may request resources at your local library) Or simply do some field research on certain forums such as [reddit.com/r/dankmemes](https://www.reddit.com/r/dankmemes). I really didn't want to give that hot tip away because it's a bit of a industry-secret, but truly if you have read this far then you deserve to know.

Some living memes:

These are some of the freshest memes that I've been seeing all over the Internet recently but make sure at the time of reading this that they are abiding by the 12-year rule, because otherwise that would make them Dead memes:

Those who know 🧠 : Well, I guess you'll just have to *know* what this one memes. I mean means*. Oooooooooops.

Short-Form Video Memes: TikTok and Instagram Reels are driving a lot of meme trends with their quick easy videos.

Dark Humor: Memes with a darker, more cynical edge continue to be popular. Further reading: 8chan, discord communities, lolcows.

Niche Communities: Specific online communities often have their own unique and evolving meme styles. Further reading: Reddit, BuzzFeed.

module 5: **downloading**

This section details **downloading**, and how it relates to memes.



Page 1: The Basics of Digital Information

Section 1: Everything is 1s and 0s

Think of a light switch. It can be either ON or OFF. Computers use a similar system, but instead of "on" and "off," they use "1" and "0." These 1s and 0s are called "bits," and they're the tiny building blocks of all digital information. Everything you see on a computer—pictures, music, movies, text—is just a long, specific arrangement of these 1s and 0s.

Analogy Time: Imagine a super-complex light switch panel with millions of tiny switches. Each switch can be 1 (on) or 0 (off). By flipping these

switches in specific patterns, you can create anything digital! A picture of a cat? That's one pattern of switches. A song? That's another pattern.

Page 2: Files and the Internet

Section 2: Files are Like Containers

Just like you keep letters in envelopes, digital information is kept in "files." A file is like a container that holds a specific set of 1s and 0s.

Different types of files hold different types of information:

* **.jpg or .png:** Hold pictures

* **.mp3:** Holds music

* **.docx:** Holds text documents

* **.mov or .mp4:** Hold videos

Section 3: The Internet is Like a Giant Network of Roads

Think of the internet as a massive network of roads connecting computers all over the world. These "roads" allow computers to send and receive information in the form of those 1s and 0s.

Analogy Time: Imagine each computer is a house, and the internet is the system of roads connecting them. When you want to send a letter (a file), you put it in an envelope, put it in your mailbox (your computer), and a mail carrier (the internet) takes it to the recipient's mailbox (their computer).

Page 3: What **Downloading** Actually Means

Section 4: Making a Copy

Downloading is simply making a copy of a file from another computer (like a website) and storing that copy on your own computer.

Step-by-Step:

You Request the File: You click a link or a button to tell the other computer (website) you want a specific file.

The File Travels: The website sends the file, which is just a bunch of 1s and 0s, over the internet to your computer.

Your Computer Saves it: Your computer receives those 1s and 0s and stores them as a copy of the original file. Now you have that file on your own machine!

Analogy Time: You see a cool picture in a magazine at a friend's house. You ask your friend if you can have a copy. They photocopy the picture and give it to you. Now you have your own copy to take home and put on your fridge.

Page 4: Where Does the Downloaded File Go?

Section 5: The "Downloads" Folder

Most computers have a special folder called "Downloads" where downloaded files are automatically stored. It's like a designated shelf for all your new digital stuff.

Finding the File:

Open your "File Explorer" or "Finder": This is a program that lets you see all the files and folders on your computer. It usually has an icon that looks like a file folder.

Look for the "Downloads" folder: It's often on the left side of the window.

Open the "Downloads" folder: Double-click on it to see all your downloaded files.

Analogy Time: Imagine your house has a special shelf labeled "New Stuff." When you get mail or buy something new, you put it on that shelf until you decide where else to put it.

Page 5: Using Downloaded Files

Opening and Using:

Once you've downloaded a file, you can open it and use it!

* **Pictures:** View them with an image viewer program.

* **Music:** Listen to it with a music player.

* **Documents:** Read or edit them with a word processor.

* **Videos:** Watch them with a media player.

Analogy Time: You've downloaded a recipe (a file). Now you can open it (read it) and use it to bake a cake!

Well, how does this relate to memes,?

well, memes are a type of file that typically have to be downloaded. consider this before/during using memes.

Module 6: Leveraging AI memes

Let's get straight to the case. Gen Z is afraid of AI when it comes to memeing. memeing is one of the leading industries that AI is threatening to take over, but I personally believe all the best memes have a bit of a human touch. but let's talk about AI means and how you can leverage AI create memes, ideate memes, and more.

Consider this:

- **Format:** Memes created using AI tools often feature unexpected combinations of images and captions.
- **Example:** A surreal image of a cat riding a unicorn with a caption about the stock market (Just a silly example! Insert with your own idea)
- **Why it's hot:** pushes the boundaries of meme creativity.

Even though it may seem counterintuitive, surreal and sometimes even confusing memes (further reading: reddit.com/r/surrealmemes) can be an epic tool to seem more relatable to your gen Z audience and workers. consider posting up a surreal meme in the lunch room that subtly tells them not to goof off.



Module 7 the stats:

Well, let's get to talking about the boring but important stuff. I'm lowkey using AI to do this because I really don't give a fuck about this stupid course anymore because nobody is gonna fuckin read this anyways they're just gonna keep scrolling and Aidan and Deemer are gonna do some dumb guerrilla marketing shit and win. And I'm gonna cry, cry, cry, all the way home.

You're right to be curious about meme usage! They're not just silly internet pictures – they're a powerful form of communication and cultural currency, especially for Gen Z. Here are some stats that illustrate their impact:

General Meme Usage:

- **Massive Reach:** Research from New York University found that memes reach **10 times more people** than traditional marketing visuals. That's huge!
- **Daily Sharing:** In 2020, over **one million memes** were shared daily on Instagram alone. Imagine the numbers across all platforms!
- **Preferred Communication:** A YPulse survey found that **36% of people use memes to express emotions**, 35% as a code, and 28% when words fail them. It's a whole new language!
-
- **Age Demographics:** No surprise, memes are most popular with younger generations. **75% of 13-36 year-olds** share memes weekly.

Memes in Marketing:

- **Increased Engagement:** **60% of people** are more likely to buy from businesses that use memes in their marketing.

- **Brand Building:** Memes can help brands appear more relatable and human, building trust with younger audiences.
- **Viral Potential:** A successful meme can spread like wildfire, generating massive organic reach for a brand.

Memes and the Workplace:

- **Improved Communication:** Memes can make workplace communication more engaging and fun, especially for Gen Z.
- **Team Building:** Sharing memes can foster a sense of community and shared humor among colleagues.
- **Caution Advised:** It's important to use memes appropriately and avoid anything offensive or insensitive in a professional context.

Beyond the Numbers:

- **Memes as Social Commentary:** Memes often reflect current events and social issues, providing a platform for commentary and critique.
- **Memes and Identity:** Sharing and creating memes can be a way for people to express their identity and connect with others who share similar interests.
- **The Future of Memes:** With the rise of AI, we can expect even more creative and personalized memes in the future.

I really don't care enough to verify these stats, but it's kind of strange that one of the stats the AI used was from 2020 – there are definitely more recent stats it could have chosen, perhaps even some that WEREN'T during a global pandemic where everyone was home all day. Because something like that might skew the fucking data.

Module 8 -Wheres the beef? Where's the beef? How to activate beef to boost productivity sixfold

Congrats on making it to the final module! We at Jaundy Bling HR services are just so proud of you, [CLIENT_NAME]. But we have to touch on a very important subject....



WHERE'S THE BEEF!

Yep – beef. Everyone has it with someone, and unfortunately, it might be someone in your workplace. However, beef has been “meme”-d since internet memeing was even a thing –refer to Wendy’s viral marketing campaign where an old woman begs the age old question - where is the beef at. Trust us, grams, we get it.



But sadly—your beef may be malicious in nature. Here’s how to leverage the beef to BOOST productivity:

Meme Competitions:

Yep. The old vs the young, so to speak. Who will win? The young agile master memers, The Generation-Z? Or the wise OG memelords, baby boomers? Utilizing meme competitions can really bring a certain competition to the table that will

never ever be replicated by normal sales quotas alone.



Strange Fights:

2 Gen-Z's vs 2 Gen X's are made to duke it out in the lobby of your office building. Worldstar much! Settle once and for all which generation reigns supreme in a certain competition that will never ever be replicated by normal sales quotas alone.



Section 8b:

Despite the end goal of the friendly competitions being bringing your workers closer, please do not allow your intergenerational “beefs” to evolve into romantic



relationships.

YOUVE REACHED THE END OF THE COURSE!
CONGRATULATIONS! Hopefully you have learned some useful tips and tricks for really supercharging your

generation-z workers, and now “memers.”

THANKS

Your truly,
Jaundy Bling. But my friends call me jaundice. ;)