

COURSE 01

Beyond the Gen Z Buzz: From Insight to Impact

Online Course • Total of 7 Hours • Limited Slots Only

Day 1: September 24, 1:30 – 5:00 pm

Day 2: September 25, 1:30 – 5:00 pm

Why this Course?

The challenge is no longer understanding Gen Z. The challenge is turning what we know about Gen Z into solutions that work. Despite all the research, many of us are still struggling to achieve the outcomes we want with Gen Z. This course moves beyond demographic profiles and generational stereotypes. Participants will learn how to extract meaningful insights from Gen Z behaviors and use them to solve real-world challenges, build stronger connections, and design more relevant experiences. By the end of the program, participants will have practical tools to turn Gen Z understanding into strategies that drive results.

Who is this for?

1. Marketing and Brand Professionals seeking stronger relevance with Gen Z consumers.
2. Product, Innovation, and Customer Experience Teams developing offerings for younger audiences
3. Business Development and Sales Professionals looking to better understand evolving customer needs
4. HR, Learning, and Talent Leaders working to attract, engage, and retain Gen Z employees

What Will You Learn?

1. From Gen Z Insights to Impact - Solving Real Challenges Through Deeper Understanding
2. Gen Z: From Insight to Growth - Building Relevance, Engagement, and Results
3. Winning with Gen Z - Turning Understanding into Competitive Advantage
4. Beyond the Buzz: Gen Z - Moving from Knowledge to Impact

Course Overview

In this hands-on workshop, participants will learn how to uncover Gen Z insights, identify barriers to relevance, and translate those insights into meaningful solutions.

What Will You Do?

- Target Market Description
- Pain point identification
- Benefit identification
- Relevance Barriers
- Ideation of Gen Z solutions

Faculty Profile



Chelet Tanjuatco is an Acumen Client Director and marketing strategist with nearly three decades of experience across consumer insights, brand management, and business transformation, having worked with brands such as Nestlé, Pepsi, Tanduay, Fonterra, and Generika. An Adjunct Professor of Marketing for nearly 15 years and a family life advocate, she helps participants move beyond generational stereotypes and turn Gen Z insights into stronger connections and meaningful outcomes.



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