

THE LACK OF LIFE SKILLS AMONG GEN Z AND A COMPREHENSIVE SOLUTIONS TO THE PROBLEM

I. INTRODUCTION

Kick-It-Off (KIO) is a project aimed at changing the consciousness and self-control of young people, accompanying them on the journey to raise their self-worth by providing them with essential life skills. KIO was selected as a typical case study to demonstrate three main themes (Success factors, The core of social entrepreneurial projects, and the Vision and mission of social businesses) related to the Principles of Social Innovation. Since then, the theories developed in this course are reviewed and evaluated in detail through the process of formation and development of KIO.

II. THE ROOT CAUSES OF LACKING LIFE SKILLS AMONG GEN Z

1. Social issue

Life skills are typically neglected in schools; students today graduate without the abilities necessary to thrive in the real world (NASSP, 2018). 58% of students are not completely aware of the notion of life skills; only 42% of students can provide the most complete definition of life skills, which is "Life skills education is designed to facilitate the practice and reinforcement of psychosocial skills in a culturally and developmentally appropriate way; it contributes to the promotion of personal and social development, the prevention of health and social problems, and the protection of human rights" (WHO, 1999, cited in UNESCO, 2003) from the result of the academic research. 66% of students have generally understood life skills are important, while just 28% of students believe that providing them with life skills is urgent and necessary, (Doan, 2017). Students might have a clear understanding of what life skills are and the value of life skills education; they are aware of the abilities that are required and can communicate their desires while studying life skills. **Life skills are generally popular, but the issue is the importance of life skills is still underrated.**

2. Urgency

Only 57% of Gen Z members presently possess the listening and communication skills necessary to facilitate cooperation, according to some reports in 2022. A segment of the remaining 43% of Gen Z is capable of listening but not communicating, and the opposition. Gen Z's working, learning, and daily communication processes are thus impacted. A focus group discussion with 108 participants from the general young population was conducted by the British Council in 2020, and the results indicated that only around 30% of the skills required for future occupations are covered by what students learn in schools, focus group participants want to encourage critical thinking and other soft skills in the public education system.

Lack of life skills has led to negative consequences. Statistics (2022, cited in Doan, 2022) stated that the average suicide rate worldwide is 10.5. Adolescent suicide is on the rise in Vietnam, despite the fact that statistics are not frequently accessible due to the sensitive nature of the subject. Other data from the Center for Psychological Crisis Prevention (PCP) (2022, cited in Doan, 2022) shows that suicide intentions are highest among teenagers in Vietnam between the ages of 15 and 24. More than 10,000 persons in this age bracket participated in a national study in Vietnam in 2010 that revealed 4.1% of respondents had considered suicide and 25% had actually tried to take their own life.

Because Gen Z, especially students, have not been provided with the required life skills training and assistance while attending schools or universities, there is a growing demand to teach and help students in developing these

abilities. It means that the primary reason for Gen Z's lack of life skills is that the education system and schools have not added programs to encourage and facilitate life skills in this generation. Additionally, schools place a strong emphasis on hard skills or professional knowledge but have not given life skills much thought. **The consequences of lack of life skills have appeared widely because the young generation is not ensured enough essential life skills. The reason can come from the education system, which prefers academic or hard skills over others.**

3. In-depth understanding

According to KIO primary research, if students are motivated, they will actively engage in online self-study as well as activities at clubs and organizations. Second, they do not care much about life skills (concentrating on learning and grades), but parents and schools may help with those, even if they are not actively searching for them. Many students have the propensity to be aware of the circumstance but to be too concerned, purposefully avoiding conversations about "toxic behavior". Having a phone addiction makes studying on a phone very unproductive and distractible, in addition, FOMO or depending on others might be increasing if the life skills are not trained.

Our finding from primary data is that students do not actively think about taking a long-term life skills course from the center, especially since they still do not have enough time to learn purposely. In addition, the segment of life skills training with mid-range costs has not been mentioned much. Students might misunderstand the terms focusing on developing soft skills, and self-improvement. They realize that they only think online learning is specialized knowledge, not about survival skills, or life skills. They always have an active learning tendency, ready to prioritize experience over learning. Nonetheless, there are no appropriate solutions for them. Moreover, the remaining schools will apply to teach life skills, but it has not been effectively communicated widely in many forms of activities, especially with flexible time and venues. It tends to learn passively, without feeling like experiencing. **There are no reliable projects/solutions that match their applicable needs, including flexibility, topics, and experiencing activities.**

The impact of the external environment	Appropriate factors in education, the influence of student experiences/perception
Mental health problems	Lack of educational direction
Impulsiveness, and tremendous consequences such as suicide, self-harm...	Be not compulsory with life skills accessing
Lack of life skills in the young generation	

III. A COMPREHENSIVE SOLUTION OF KICK-IT-OFF

A. WHY?

KIO is a comprehensive platform that includes a variety of functions, with the main solutions being life skills training courses and an interactive mobile game. KIO's core functions are based on the 4-H model, which is Heart, Hands, Health, and Head. As stated by Purdue University (n.d), the 4-H concept aligns abilities required for a young person's positive growth and development.



The reason KIO combines life skills training courses with the interactive mobile game is that the solutions that Gen Z is choosing are separated from each other, such as playing games and attending events and workshops. The combination will ensure a consistent learning process or can be referred to as active learning.

Nowadays solutions for Gen Z	Description
Attending events and workshops specified for life skills	Gen Z might seek life skills workshops and events to attend
Attending school clubs	Gen Z might attend the school clubs to broaden their network and enhance their life skills
Playing games specify for life skills	Games such as Minecraft are popular among Gen Z, which is a game connected to the development of life skills
Signing up for life skills courses	Life skills courses that are researched, developed, and built by centers
Reading books, newspapers, internet and analyzing real problems	Information and articles on the internet that specify life skills
Applying for part-time jobs	Gen Z often seek jobs such as waiters, and cashiers to develop life skills
Learning from teachers and peers	Gen Z might be lucky enough to have dedicated teachers and good peers to learn from and develop their life skills

In order to identify these solutions, the KIO team has undergone research. According to Newzoo (2022), 90% of Gen Z are game enthusiasts. Given the fact that the habits of playing games among Gen Z is skyrocketing, which is why KIO utilizes games as a way to approach Gen Z, resulting in a more friendly and suitable approach nowadays. Secondly, as shown in the table above, Gen Z also seeks to learn and apply life skills in various ways, including

attending clubs, applying for part-time jobs, etc. Noticing this, KIO decided to provide life skills training courses for Gen Z, as stated by Thuy Ngo et al. (2020), actively applying skills to daily life was chosen by students to improve and enhance their skills, accounting for the highest percentage of 31.7%. In addition, According to "Getting to Know Gen Z" by Barnes and Nobles report (2018), Around 51% of Gen Z learn best through hands-on learning experiences. Henceforth, KIO designs courses that prioritize the application of acquired knowledge, which will be explained in detail in the section below.

B. HOW?

1. Life skills training courses

KIO life skills training courses are divided into two main types: Mentoring 1 on 1 and Seasonal courses.

KIO LIFE SKILLS TRAINING COURSES		
	Mentoring 1 on 1	Seasonal courses
How we function	KIO will establish a long-term relationship with experts/trainers who wish to teach at KIO. In detail, There will be categories that the teachers can be placed into, for example, soft skill and survival skill categories. When teaching, the teachers' reputation, and rank will increase if they gain positive feedback from the students.	Seasonal courses are planned and designed courses, for which KIO works with experts/trainers to design them. The seasonal courses will have numerous classes for each topic. The learning process will include interesting activities for the application of theory.

2. Interactive Mobile Game

The KIO team will work with technologists to continuously test the game along with key opinion customers before launching the final version. Undoubtedly, the game will receive updates on either new knowledge or fixing bugs. The game differs in how it is deeply connected with KIO training courses, forming a consistent and comprehensive learning process. In detail, KIO ensures that those who engage in the game are not only playing but also learning through the knowledge included in it.

3. Other Services

Besides the major solutions, KIO includes other additional functions, namely, Sharing community and Extracurricular activities.

KIO ADDITIONAL SERVICES		
	Sharing community	Extracurricular activities
How we function	KIO provides a free-of-charge section for people to anonymously make questions. After the questions are sent, KIO will screen the questions to pick out the most	KIO will frequently hold extracurricular activities for students and connect them with the activities for which they are qualified. Additionally, KIO will also work with organizations to provide opportunities for students to

	<p>thorough and commonly asked ones for experts/trainers to answer. The experts who answer are also those who teach at KIO. The questions and answers will be published in KIO's community.</p>	<p>take part in real projects.</p>
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C. WHAT?

To sum up, KIO develops and provides two main products which are Life Skills Courses and an interactive mobile game, and two additional services which are Community Sharing and Extracurricular Activities.

1. Life skills training courses

To start with, Life Skills Courses include Seasonal Courses and Mentoring Program. The seasonal course program offered by the KIO project spans six months and is designed to provide customers with essential life skills that are tailored to their needs. Customers can choose from a range of up-to-date and relevant skill sets that are vital for the future success of young Vietnamese. To ensure that the courses are engaging, enjoyable, and practical, KIO's team of experts will incorporate interactive games, teamwork activities, and Q&A sessions such as role-play games, team discussions, quizzes, and case studies throughout and after each lesson. These activities will enable students to apply the concepts learned in theory to real-life situations, thereby enhancing their learning experience and improving their overall outcomes. By integrating these activities, the KIO project aims to provide a comprehensive and holistic approach to learning that meets the concerns of its young generation.

In addition, the mentoring program offered by the KIO project provides students with the opportunity to receive personalized guidance from highly qualified experts on the team. Through one-on-one sessions, customers can discuss their concerns and receive detailed advice on a range of issues related to their personal and professional growth, including studying or career development as examples. During these sessions, the life skills experts/trainers will actively listen to the customers and provide appropriate advice based on their knowledge and expertise. This will help young people to gain clarity and direction in their lives and receive suitable guidance to address their concerns.

Students who enroll in the Life Skills program offered by the KIO project will have the opportunity to choose their mentors and course topics. The mentors on the KIO team are highly qualified and experienced individuals from reputable companies across the country, ensuring that students receive effective and relevant guidance in their areas of interest. This approach also helps to foster a positive and supportive learning environment that encourages collaboration and engagement.

2. Interactive Mobile Game

Secondly, along with Life Skills Courses, KIO also has an interactive mobile game developed which is designed to gamify the learning experience for young people and stimulate real-life dangerous situations. Using AR technology, the game allows users to immerse themselves in challenging scenarios that require them to act and solve problems with real-life experience. The game is designed to be both fun and educational, providing young people with the opportunity to develop critical thinking, decision-making, and problem-solving skills in a safe and controlled environment. Survival skills, which are hard to teach by only theory, will be learned enjoyably and effectively when KIO participants involve themselves in the application of the given situations.

For instance, when the player holds their phone toward any water pipe on the road or at home, the screen will display a virtual hole that causes the water in the pipe to overflow. The player's task is to follow the instructions provided in the game to handle the situation appropriately. This scenario is an example of how the game can be used to teach practical life skills, such as how to handle a water leak or other household emergency. The game, therefore, can help young people develop the confidence and competence they need to handle real-world situations effectively.

3. Other services

Thirdly, The KIO project aims to create a friendly and supportive community where young people can learn and grow together. To facilitate this, the project offers Q&A activities between KIO members and experts/trainers, where participants can ask questions and receive guidance on various life skills topics. The experts/trainers also share their knowledge through blogs that cover a wide range of life skills education, providing participants with valuable insights and practical advice. In addition to receiving guidance and advice, participants are encouraged to share their stories and experiences. This fosters a sense of community and promotes a supportive environment where participants can learn from each other.

Lastly, The KIO project recognizes the importance of extracurricular activities for the personal and professional development of young people. As part of its offerings, the project recommends related activities for those who qualify to participate in the area of their interest. By doing so, the project aims to provide participants with opportunities to further develop their skills and interests and gain practical experience in their chosen field. Moreover, KIO also provides participants access to relevant organizations and projects. When joining these organizations or projects, participants can directly become members or get involved without having to go through a casting round. This approach creates a more inclusive and accessible environment for young people to pursue their passions and interests and gain valuable experience in the process.

Overall, the KIO project is committed to providing high-quality and effective life skills education to young people in Vietnam. By offering personalized mentoring, interactive courses, engaging activities, and opportunities, the project aims to equip young people with the essential skills and knowledge they need to succeed in their personal and professional lives.

IV. THE VISION AND MISSION OF KICK-IT-OFF

	Mission	Vision
	<p>KIO promotes life skill knowledge for Gen Z through an interactive video game with the added benefit of teaching valuable skills and providing learning opportunities through training courses that prioritize practicality. Besides Gen Z who receive direct benefits such as life skills knowledge and training. Other beneficiaries of KIO consist of trainers and experts who participate and accompany KIO to continuously engage in innovation, for which they will receive a commission or alternative benefits based on the contract. Through the training courses, KIO will directly approach Gen Z to measure the social goals' indicators based on their opinions and their</p>	<p>KIO empowers vulnerable Gen Z to become well-informed and independent individuals with the essential life skills for sustainable development, assisting them in becoming one of the pioneers for inclusive societies.</p>

	effectiveness in applying the knowledge to real-life scenarios included in the training courses.	
Answer	What do we do?: We provide Gen Z with essential life skills, including soft and survival skills. What makes us different?: We deliver a comprehensive approach to applying active learning through gaming and training.	We look forward to a future where the young people of Vietnam can confidently handle and apply the life skills they have learned to become active global citizens.
Time	Through a consistent learning process, Gen Z will achieve positive life attitudes, leading to sustainable development for the rest of their journey.	In the next 10 years, KIO will be one of the leading, typical, and most prominent projects in life skills education for young people in Vietnam known for its comprehensive learning process.
Features of an effective statement	Who are the organization's primary "clients" (stakeholders)?: KIO's primary clients are Gen Z and experts/trainers in the life skills field who will constantly engage with KIO in innovation. What are the responsibilities of the organization towards the clients?: For Gen Z, KIO ensures to deliver the most effective and entertaining learning process. For experts/trainers, KIO will make sure the inputs for them are equal to or even might exceed their outputs regarding commission, salary, recognition, etc.	Through its programs and activities, the KIO project seeks to promote sustainable development and create more inclusive societies. By empowering young people to become pioneers in their communities, the project aims to build a more equitable and trusted world for all. The KIO project is committed to providing a supportive and nurturing environment that encourages personal growth and development, and to helping young people reach their full potential.

V. THE RESOURCES OF KICK-IT-OFF

When putting together a team, it's crucial to be aware of the available resources. Indeed, companies or projects achieve and sustain competitive advantage by deploying valuable resources and capabilities whose supply is inelastic (Wernerfelt, 1984; Barney, 1986, 1991; Peteraf, 1993; cited in Ray et al., 2004).

Based on Johnson et al., 2014, three types of resources are always required in every project: physical, financial, and human. At KIO, we own all three of these resources, but because the project is new and young, there are still restrictions that need to be added and enhanced to reach the final destination effectively.

Physical: To increase the persuasiveness of the project, KIO has combined both primary and secondary data to be an information source for presenting the problems and solutions that KIO is aiming for. The secondary data source has helped KIO to uncover relevant numbers, information, and data about suicide among Vietnamese children and revolve around the root causes of this situation. Among many reasons that have been deeply explored, KIO has chosen to focus on developing "life skills" for young people. As a result, two proposed effective solutions are building an interactive mobile game and training programs to improve the skills of young people. Moreover, primary secondary helps KIO verify the feasibility and urgency when implementing the project. Besides, it is possible to understand more about the needs of target customers so that the product can be deployed with the best effect.

Financial: KIO has had communication articles and small fundraising activities from those interested in the project. Although the amount of revenue is not enough, KIO is still trying its best to attract investment from other sources for its project.

Human: The most important human in a team is always the team leader and the team members. Currently, KIO has members who are all studying Business management and Public relations & communications, and one has expertise in the "design" industry. The combination of weaknesses and strengths of each of the members has helped KIO succeed in creating a business model, direction, and specific vision for a project that has an impact on society. More specifically, in just a few weeks, KIO has attracted more than 120 followers on the Facebook platform and 30 followers on Instagram. In addition, KIO team members are all Gen Z - also a part of KIO's target customers, so it is also an advantage in implementing a project to improve life skills for young people in Vietnam. In addition to team members, KIO also has a network with students at other universities such as USSH, UEH, ISB, IU, HSU, RMIT, FTU, etc. It indicates KIO has a support in collecting and expanding more views on this issue in many different learning environments instead of narrowing it down to a considerable scope. Besides, this is also an accessible partner to test KIO's upcoming products before spreading to a larger community. Additionally, an indispensable partner is the support and advice from teachers and experts in business and psychology. Notably, KIO has made every effort to be able to approach and attract more than ten teachers and students to sign letters of support for knowledge of life skills and practical support for implementing and communicating for the project. This support can offset the lack of experience of KIO members, and the commitment from teachers and other students motivates and motivates KIO to learn and improve more continuously. Since then, a community of young people in general, and Gen Z in particular, are fully equipped with the knowledge and life skills to master their life and behavior to reach out to a challenging life and society most powerfully and positively.

In summary, the investment and development of resources are crucial to the success of a project. The decision to invest the available resources is always a consideration because it has the most impact on the performance of the project or company. With today's constantly evolving and fiercely competitive environment, not only KIO but also other projects must always focus on building and maintaining valuable, rare, and irreplaceable resources. Only then will it have a positive impact on performance and transform it into a source of competitive advantage among competitors (Isik et al., 2010).

VI. CONCLUSION

Overall, the Kick-it-off project is a unique platform aimed at addressing the lack of life skills issues among young people in Vietnam, shaping the future of education. By providing learners with a personalized and engaging learning experience through Life Skills Courses and Mentoring Program, the project empowers them with the skills and knowledge they need to succeed in life, in which progress of personal development is trackable and obvious due to the proper operations system and professional experts/trainers. Another important aspect of the Kick-it-off project is its focus on promoting a positive learning attitude through gamification. Using technology to capture available knowledge, the project can create a more engaging and enjoyable learning experience, which in turn helps learners to develop new skills and knowledge in a more efficient and effective way. As a result, the Kick-it-off project assists the young generation of Vietnam in enhancing their personal growth and evolving into better individuals who are capable of taking responsibility for the world's sustainability as global citizens.

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