



/ RECOGNIZE

- There are currently 6 generations alive: the GI Generation, the Silent Generation, the Baby Boomers, Gen X, the Millennials (or Gen Y) and now, Generation Z
- Gen Z begins around 1995—we're talking about teens who are in high school right now (and younger)
- They're mainly the kids of Gen Xers (people born after the baby boomers and pre 1980) and they've been helicopter parented like nobody's business
- The average Gen Zer has the attention span of about 8 seconds. They have grown up at a time when they're being served media and messaging from all angles, and have adapted to quickly sorting through and assessing enormous amounts of information.
- Whereas Millennials use 3 screens on average, Gen Z uses five: a smartphone, TV, laptop, desktop, and iPod/iPad. 79% of Generation Z consumers display symptoms of emotional distress when kept away from their personal electronic devices.
- And they account for 18% of the world's population

// REMEMBER

We need to remember how Gen Z differs from Gen Y:

- These teens want to change the world! They are hugely entrepreneurial, responsible and influential, cause oriented, value diversity and plurality.
- They are transparent, self-reliant, flexible and desire personal freedom but...they are also known as the iGeneration, the distracted generation or 'screenagers'.
- Dedicate up to 27% of their waking hours to screen time!
- Short attention spans—up to 11% diagnosed with ADHD
- Used to instant action & satisfaction and crave immediate & constant feedback
- They're not so used to face to face communication—or the time it takes
- There's a growing lack of empathy and exhaustion from never recharging away from technology

/// RESPOND

- Helping Gen Zs have freedom from their helicopter parents may be a part of your role
- We need to help them heal from the hurts and horrors they've been exposed to and experienced online (like cyber bullying, porn, sexting etc)
 - We need to find them where they are—online, but probably not on social media that you'd naturally use; ask them where to find them
 - We can help them see the importance (and goodness) of real time conversation and teach them how
 - These kids have the ability to be self-directed & entrepreneurial; We need to give them freedom; encourage them to run!
 - They're super collaborative (online and in person)—get them working together!
 - Gen Z has grown up with less church & religious input in their lives than nearly any generation before them—and that's where we can play a role. We have the one thing they're not so likely to buy online—Jesus.

//// RESOURCES

Some great blogs & sites to learn more about GenZ as they develop:

- <http://visual.ly/generation-z> (a great Gen Z infographic)
- http://blog.mccrindle.com.au/the-mccrindle-blog/how_to_speak_generation_z_alphabet_slang_flip_cards
- <http://www.jenx67.com/>