



## / 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
- GenZ begins around 2000—we're talking about adolescents who are high school aged 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.

## // REMEMBER

We need to recognize how Gen Z differ from Gen Y:

- They want to change the world! They are entrepreneurial, responsible and influential, cause oriented, value diversity and plurality
- They are transparent, self-reliant, flexible and desire personal freedom; honesty & integrity are high values
- Generation 'we' not Generation 'me'; especially excited about idea of being a "people leader"- about relationships/ service BUT...
- They are also known as the iGeneration, the distracted generation or 'screenagers'
- Raised on screens, they can dedicate up to 27% of their waking hours to screen time using an average of 5 screens at a time
- 11% diagnosed ADHD, on demand entertainment causes inability to handle boredom/ short attention/ crave immediate & constant feedback
- Raised with too much stress/ fear of making mistakes
- Not used to face to face communication—but they're yearning for it...teach them how
- A growing lack of empathy and exhaustion from never recharging away from technology; few margins for solitude or silence
- They've grown up in a time of redefined families, identities and sexuality—and morality is undefined/questionable

## /// RESPOND

- They account for 18% of the world's population
- We need to think 'pull' and not 'push' with these teens; they want to buy in, have freedom to question, express dissent, and wrestle with ideas
- Part of your role may be to help Gen Zs have freedom from their helicopter parents
- We need to help them heal from early and prolonged exposure to our online world of cyber-bullying, sexting and porn
  - We need to find them where they are—online, but probably not on social media that you'd naturally use; ask them what platforms they use
- These kids have the ability to be self-directed & entrepreneurial; We need to give them freedom; encourage them to run & help them move past their fears!
- 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 able 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://blog.mccrindle.com.au/the-mccrindle-blog/how_to_speak_generation_z_alphabet_slang_flip_cards)
- <http://www.jenx67.com/>

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