



## REMEMBER

- Gen Alpha live in a world with great diversity. More accepting & less judgmental about differences, they may struggle to “find themselves” within the endless options.
- Being raised with instant and predictable digital responses can make it harder for some Gen Alpha kids to feel comfortable in the unpredictability of relationships. They may not have learned to read body language, manage awkward silences, wait their turn in conversation, or handle emotional discomfort. They may expect real life to provide instant, personalized answers and non-challenging interactions.
- Access to information is high, but Gen A can lack critical thinking skills to process what they’re hearing and using to build their worldview. This opens them up to misinformation and difficulty distinguishing opinion from fact.
- Parents have more understanding of mental health & the dangers of tech, leading them to be more fearful and careful, often choosing to track their kids with tech and limit independence.



## RECOGNIZE

Born between 2010 and 2024, Gen Alpha are:

- **Digital:** First generation to have access to portable digital tech their entire lives. Screens are the default place to go for answers and for social support.
- **Visual:** They consume info visually. Youtube is their number one search app.
- **Connected:** They feel a deep emotional connection with influencers & YouTubers and trust them as much or more than people they know. Relatability rather than celebrity is what draws them in.
- **Emotionally aware:** They are raised with greater emphasis on identifying and talking about emotions, but struggle with emotional regulation, conflict resolution and real-life empathy because of the impact of high engagement with screens.
- **Less resilient:** Growing up with tech available to solve everyday problems blocks uncertainty and the development of patience. It can result in low frustration tolerance, anxiety, or an inability to problem-solve independently.
- **Spiritually open:** 2/3 see some sort of faith as important; more than half say they have unanswered questions about faith and are open to learning more.



## RESPOND

- **Speak their language.** When communicating with Gen Alpha, think short, compelling, filled with variety. And be yourself - they spot fake fast!
- **Use visuals as bridges.** Video content and images are core to connecting with them. Invite them to create content with you or show you what is captivating for them as a way of getting to know what's important to them.
- **Cultivate elasticity.** Help them cultivate skills, character and the courage to stretch and bend with life's challenges. Normalize the unpredictability of life and help them recognize that uncomfortable isn't the same as dangerous.
- **Co-regulate** - Show them how *you* recognize and manage everyday emotions without being overtaken by them. They learn through observation so invite them to “imitate you as you imitate Christ” (1 Cor 11:1).

- **Create hands-on experiences.** Gen Alpha may feel anxious with unstructured spaces of trial and error - but they need them. Invite them into small challenges and ask: “How could you figure this out?”. Be sure to celebrate effort not just achievement.
- **Remember the parents.** Opportunities to take managed risks expand problem-solving skills, but gaining parents' trust is essential in this. Parents' fears may keep them from allowing their child to access what we have to offer. But parents want their children equipped for life, so communicating the social-emotional benefits of what you do can help increase buy-in.



## RESOURCES

McCrindle is at the forefront of researching Gen Alpha: <https://mccrindle.com.au/article/topic/generation-alpha/generation-alpha-defined/>

Alpha Canada has a great webinar on understanding Gen Alpha: <https://alphacanada.org/understanding-generation-alpha/>



## GEN ALPHA

lifeteams  
resources