

MEET THE NEXT GENERATIONS

**BABY
BOOMERS**

1940

**GENER
ATION
X**

1960

**MILLE
NIALS**

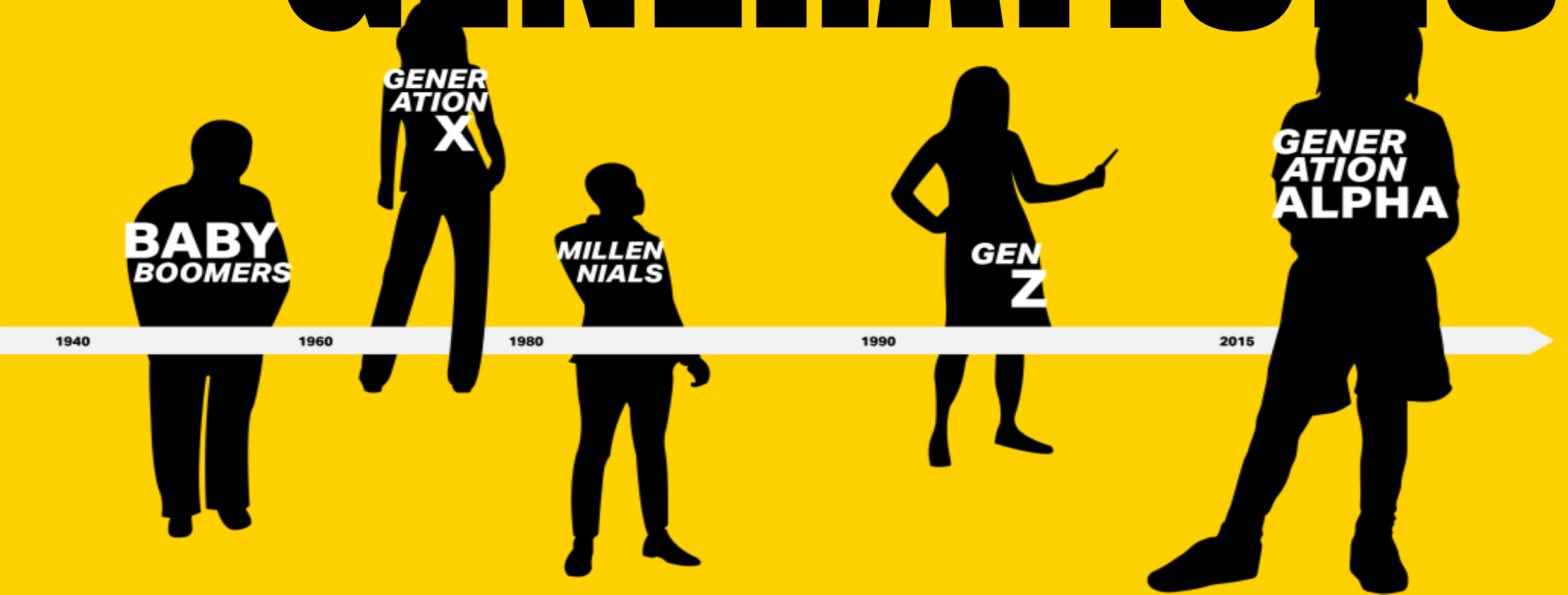
1980

**GEN
Z**

1990

**GENER
ATION
ALPHA**

2015





**RIDGEPOINT
CHURCH**

**The NextGen Pastor
Wichita, KS**



**20+ Years In
Youth Ministry**

**(Iowa, Illinois,
South Dakota, & Kansas)**



**leadership
PIPELINE**

NEXTGEN



70%

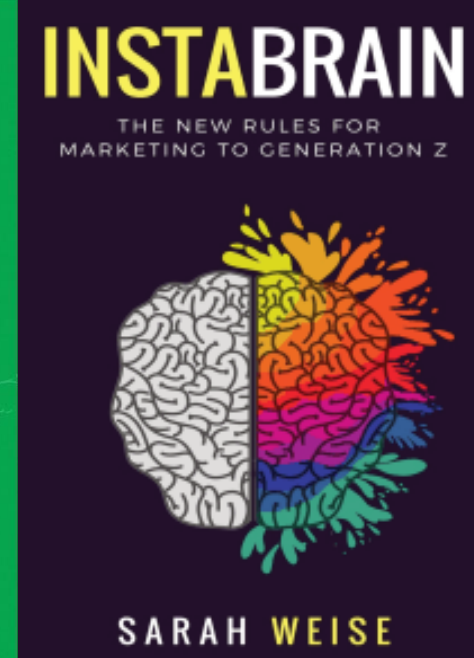
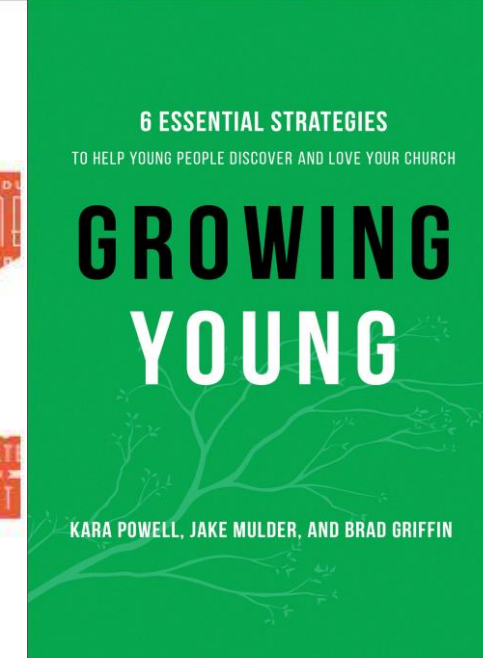
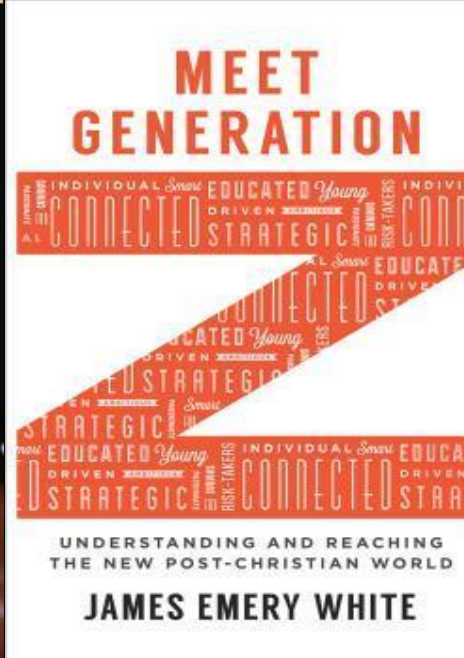
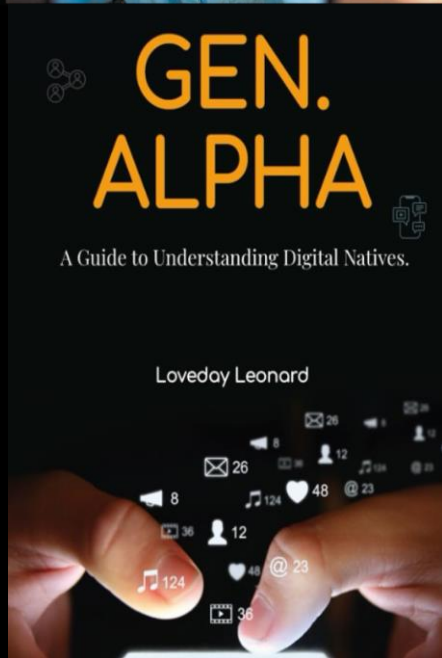
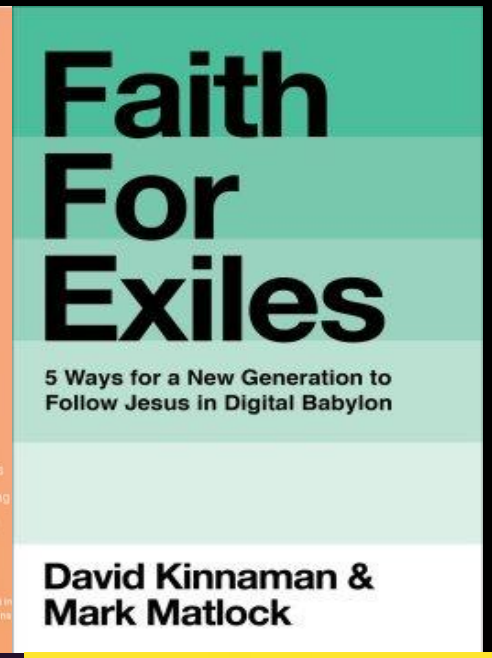
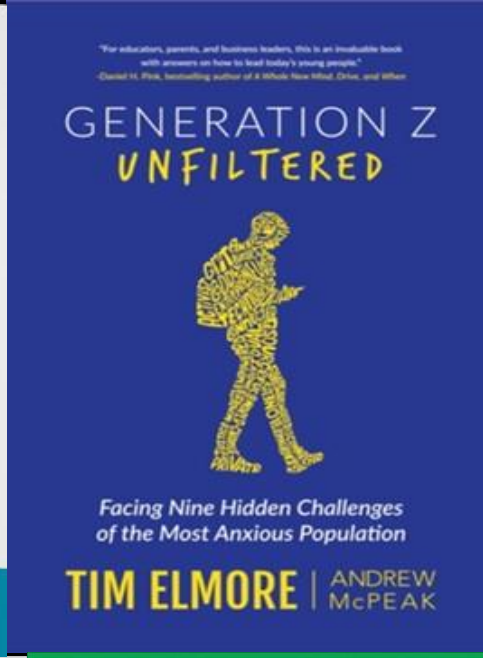
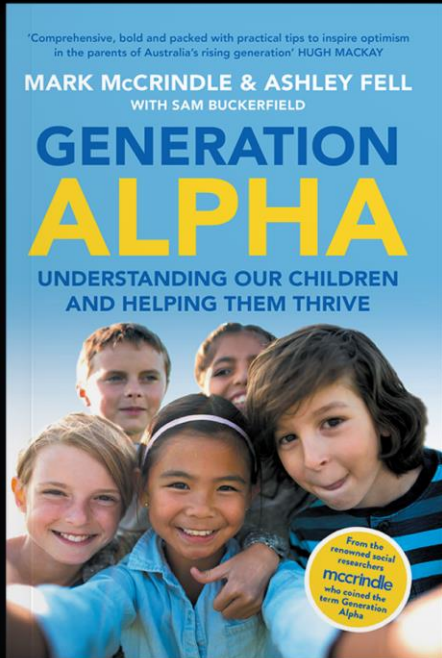
Of Teens Quit





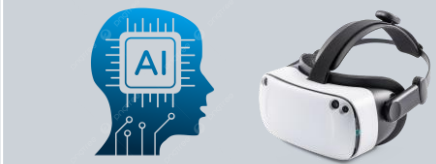


Church After High School

***Lifeway Research 2022**

Resources on Gen Z & Gen Alpha



	Baby Boomers	Generation X (Baby Busters)	Millennials (Generation Y)	Gen Z (Gen Zero or iGen)	Gen Alpha (Gen Sigma)
Birth Years & Ages*	1946-1964 (60-78)	1965-1981 (43-59)	1982-1996 (29-42)	1997-2010 (14-28)	2011-2025 (1-13)
Unique Influence	Moon landing, sexual revolution, Vietnam, JFK, MLKJ	AIDS crisis, end of cold war, MTV, rise of computers	9/11, Columbine, the internet, apple products	YouTube, great recession, social media, COVID-19	A.I., online retail, environmental challenges, Trump political landscape
Size	64 Million	40 Million	73 Million	76 Million	82 Million
Characteristics	Confident & Sociable	Flexible & Skeptical	Ambitious & Risk Taker	Creative & Sensitive	Adaptive & Self Reliant
Popular Items					
Attitude Toward Authority	Replace Them	Endure Them	Choose Them	Not Sure I Need Them	I'll Decide If I Trust Them
View of the Future	Create It	Skeptical	You Live Only Once	Fear Of Missing Out	Shape It To Sustain It

GEN Z

Age 14-28

VS

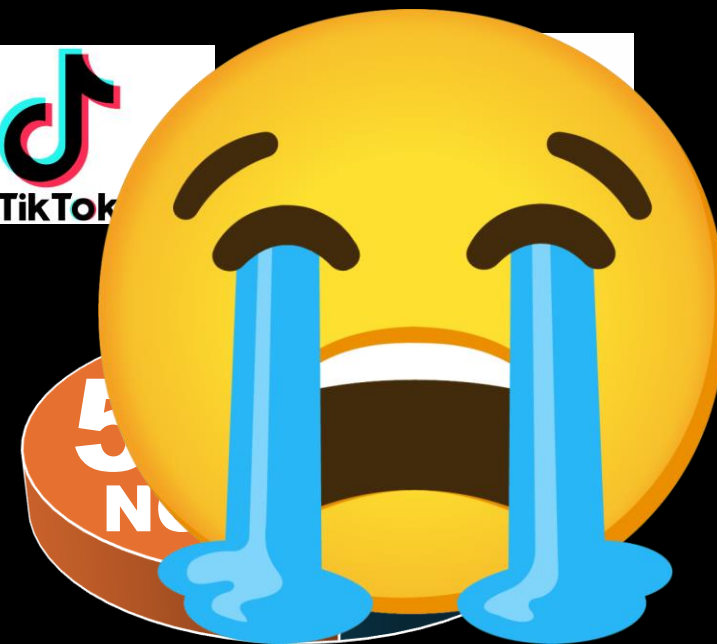
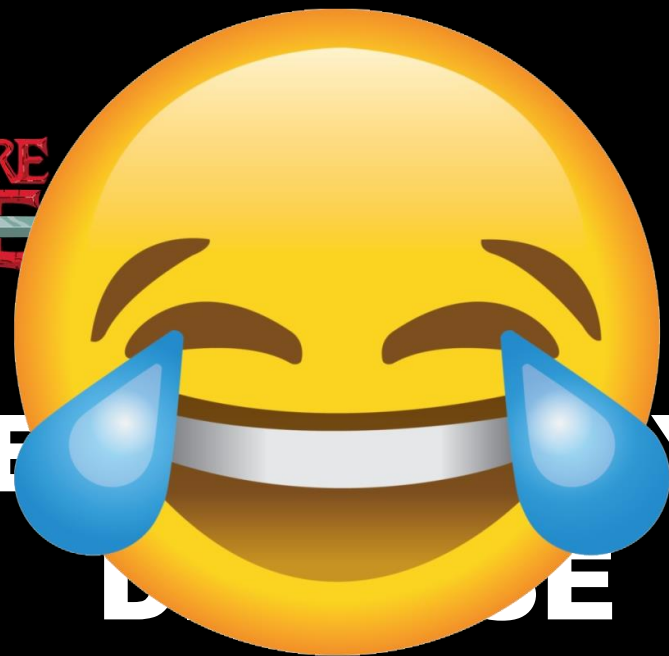
GEN ALPHA

Age 1-13

LOL

48%

NON-WHITE



“CAP”

SLANG

“SKIBIDI”

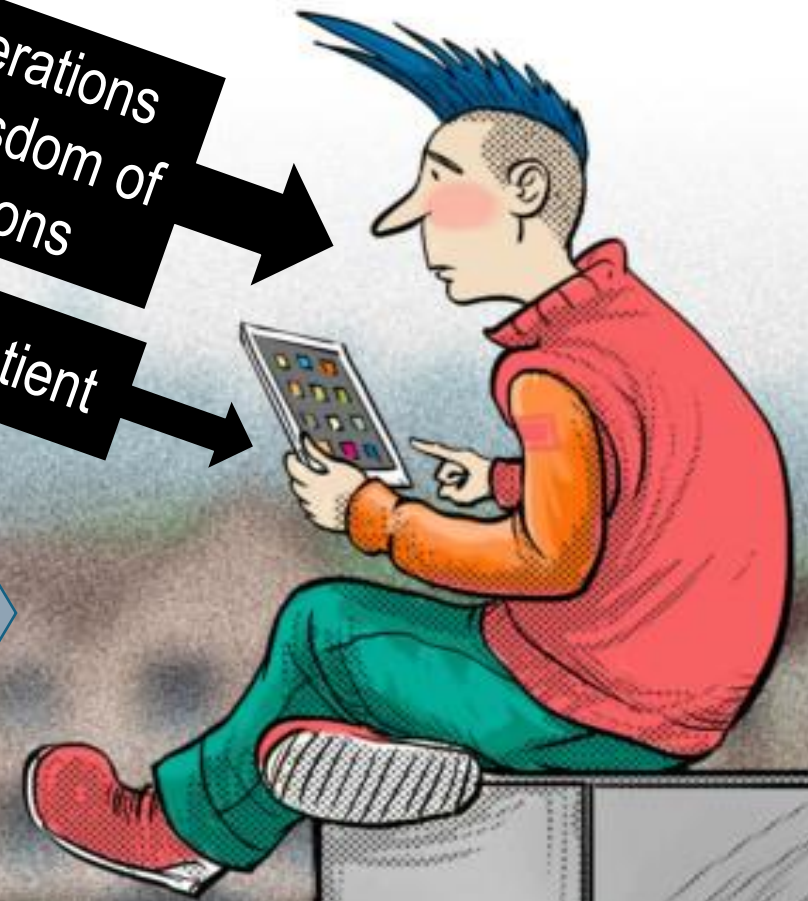
“RIZZ”

“SIGMA”



**The Silent
Baby Boomers
Generation X**

Younger generations
discount the wisdom of
older generations
They become impatient



**Millennials
Generation Z
Gen Alpha**

When screens went
from public to private

Past generations have
made any idol of their
own experiences
They become impatient

HEAR AUTHENTICITY
SOUL RELATIONSHIP
EMOTION UNDERSTAND
COMPASSIONATE INTERPERSONAL
HEARING
SPEAK
REQUEST
GIVING
DIALOGUE
INSIGHT

EMPATHY COMMUNION
EMPATHIC
ALIVE
HEART
MUTUAL
AWARENESS

CONNECT PRESENCE
I HEAR YOU
MEETING
NEEDS
PRESENT
WARMTH
CONSCIOUSNESS
SAFETY

LISTENING
FEELINGS
EMOTIONAL
RESPONSIVE

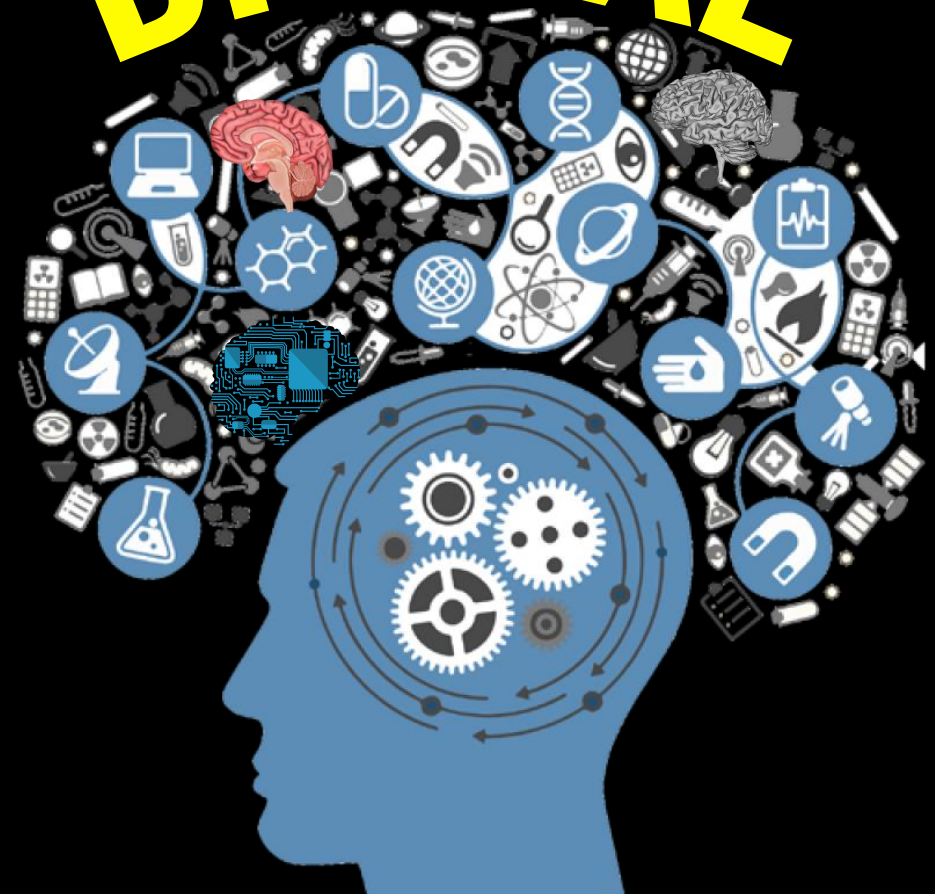
COMMUNICATION UNDERSTANDING
COMPASSION SELF-EMPATHY

A photograph of soldiers in a trench during a battle, with large text overlaid. The soldiers are wearing helmets and combat gear, and are holding rifles. The background shows a trench with sandbags and other soldiers in the distance.

**WE NEED TO STOP VIEWING
THE NEXT GENERATIONS AS
REPLACEMENTS
BUT
REINFORCEMENTS**

WHO IS GEN Z & ALPHA

BIOLOGICAL
EMOTIONAL
SPIRITUAL
DIGITAL



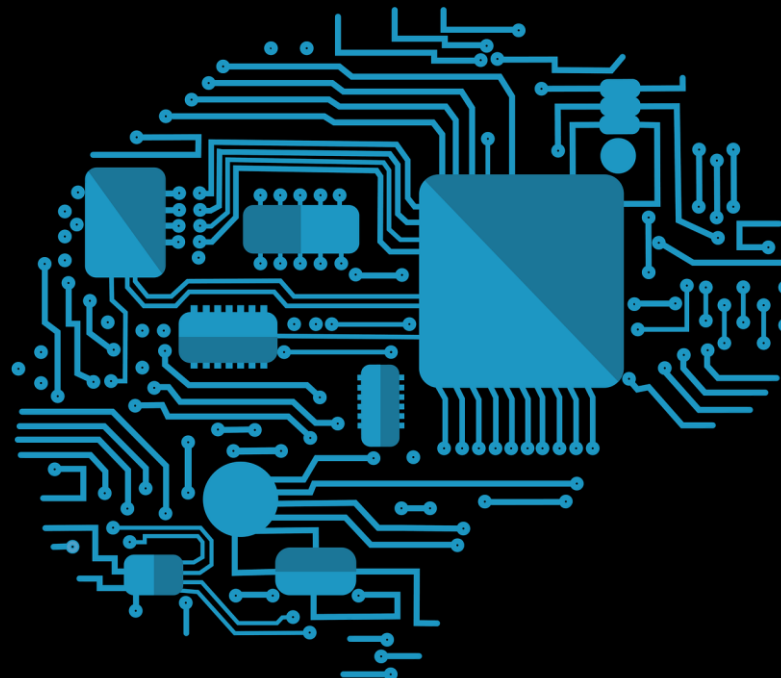
DIGITAL

Experiences Are First Digital

Parents use screens for info.
Kids first play is with a screen

Social Media = News

“Not being on” is stronger than expectations to share oneself



Anyone Can Be A Influencer

Video now dominates content over pictures

Digital Detoxing

Gen Alpha is looking for more activities off screens

54

Hours a week with NO adult supervision (out of 168)

95%

Of Gen Z families owns a smartphone in America

9.5

Average age of first time exposure to porn

82%

Use a digital device in the classroom

64%

Feel “incomplete” or “completely lost” without their phone

SCREEN TIME (WORLDWIDE)

GENERATION Y



MOBILE
PIONEERS

DEFINING APP



DAILY USAGE

11.2 Hours
(4.2 on phone)

Video Games
Streaming
Service
On-demand
Music

GENERATION Z



DIGITAL
NATIVES



12.5 Hours
(6.7 on phone)

Entertainment
on computer
Watching
Live TV

GENERATION A



TECH
EXPLORERS



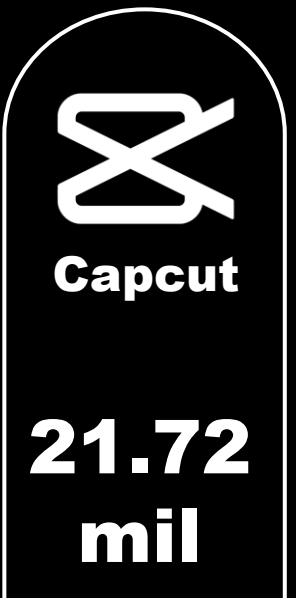
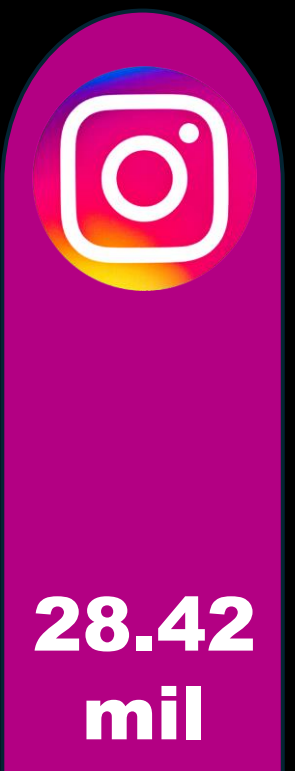
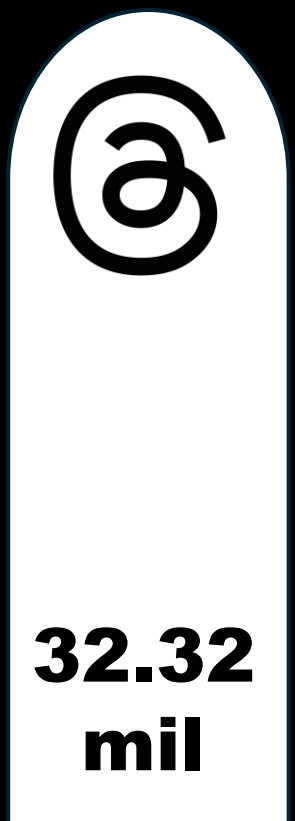
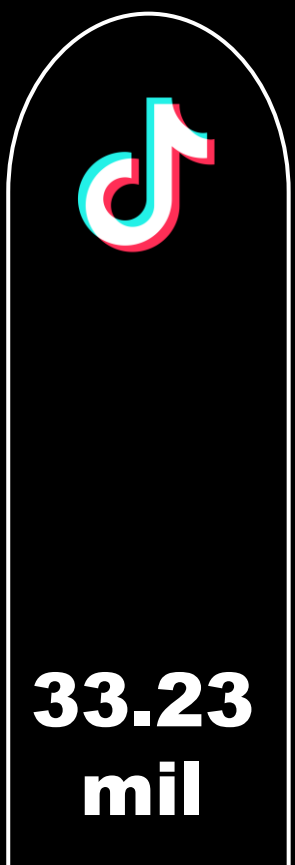
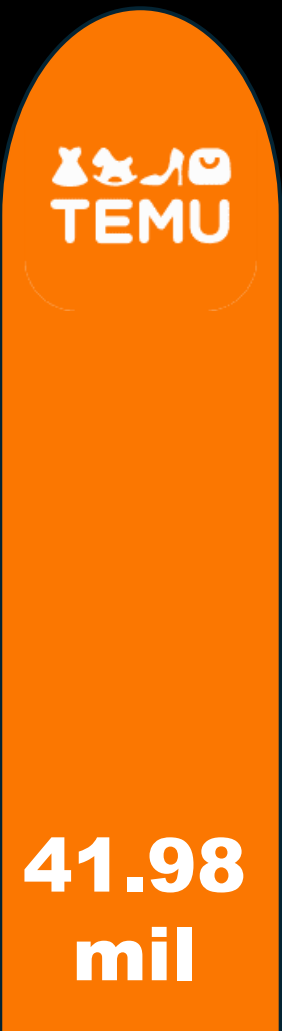
6.4 Hours
(2.5 on phone)

Searching for
Information
on Computer
Watching
Podcasts

MOST DOWNLOADED APPS FOR GEN Z IN 2024

(Due to privacy rules, we were unable to obtain data for users under 17)

You Tube 86% Use Daily



CULTURE CHANGES FASTER

1

BOOMERS

GEN X

GEN Y

Z&A

20 YRS

10 YRS

8 YRS

5 YRS

*Varthana.com

2

2/3

GEN ALPHAS WILL
WORK IN JOBS THAT
DON'T EXIST TODAY

3

USING VISUALS
IMPROVE LEARNING
RETENTION UP TO

4000%

WHO IS GEN Z & ALPHA

BIOLOGICAL
EMOTIONAL
SPIRITUAL
DIGITAL



EMOTIONAL

Declining Verbal Skills

Socializing is replaced by being on their phones, grammar is a lost art

More Risk-Averse

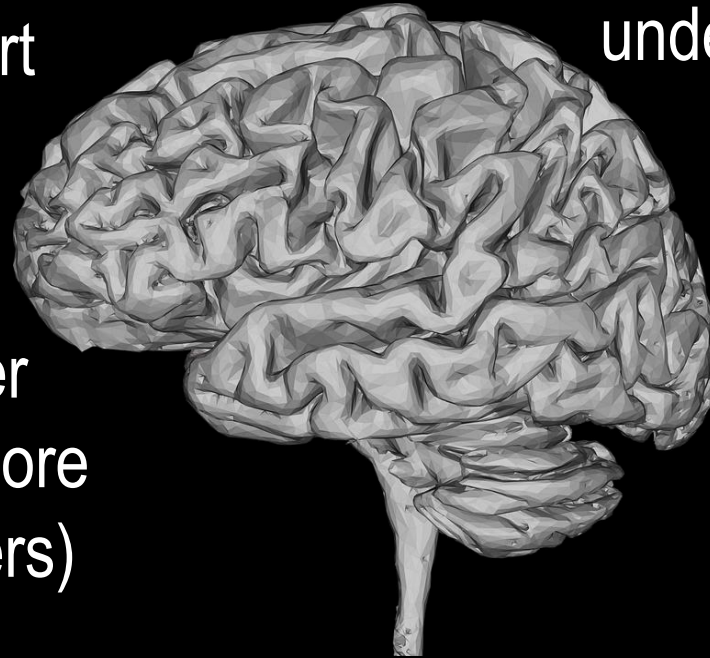
Tends to avoid risky behavior like underage drinking, drugs* & smoking

Existential Dread

Most are living an emotional roller coaster (Millennial parents are more tech savvy & aware than Gen Xers)

Aware of Mental Health

More conscious of potential mental health problems



91%

Experienced a physical or emotional symptom due to stress

79%

Share that they are currently lonely in some way

2nd

Suicide is the 2nd leading cause of death

49%

Live with two biological parents

17%

Live with a blended family

NOP World Technology mKids Study Found:

**SMART
PHONE
USAGE
DIDN'T
CAUSE
DEPRESSION
OR ANXIETY
BUT MERELY
LINKED TO IT**

**THEY GO
TO THEIR
PHONES FOR
COMFORT &
ACCEPTANCE**



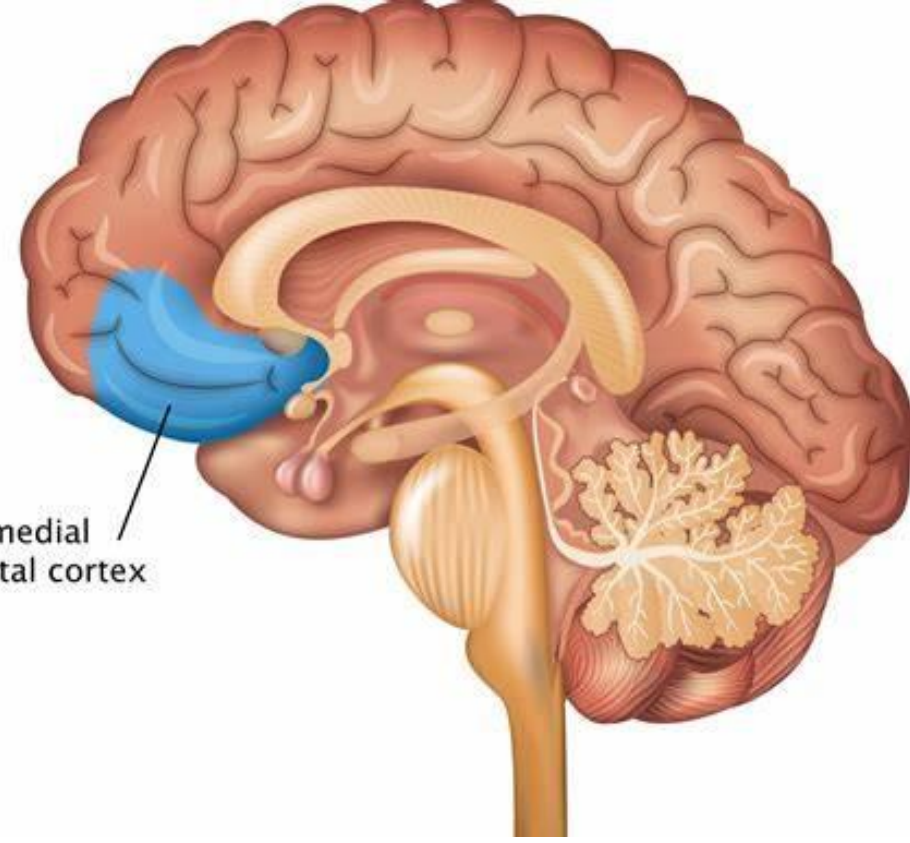
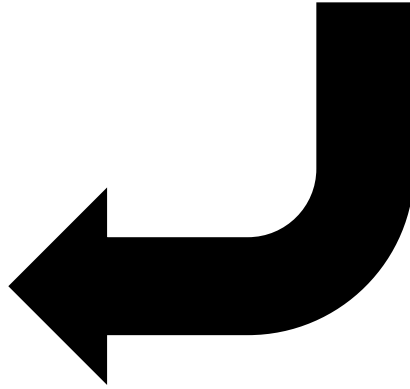
WHO IS GEN Z & ALPHA

BIOLOGICAL
EMOTIONAL
SPIRITUAL
DIGITAL



PREFRONTAL CORTEX IS UNDER DEVELOPED

- Risk Evaluation
- Impulse Control
- Empathy
- Decision-Making
- Prioritization



Ventromedial prefrontal cortex

ADVENTUROUS



STILL MOLDABLE



MOMENTUM BUILDING



77%

**SURRENDER TO
JESUS **BEFORE**
THE AGE OF 18**

**SURRENDER TO
JESUS **BEFORE**
THE AGE OF 30**

95%

*Lifeway Research

WHO IS GEN Z & ALPHA

BIOLOGICAL
EMOTIONAL
SPIRITUAL
DIGITAL



SPIRITUAL

Truth is Relative

Right and wrong is determined by the individual/society

Gender & Sexuality is Fluid

Identity is now found in “what we like” rather than “where we come from”

Rise of Deconstruction

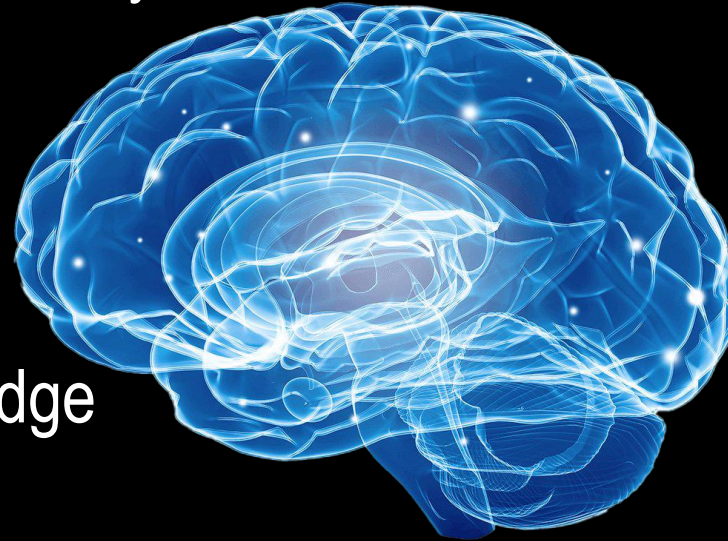
The process of reassessing your practices and beliefs

Competition to Church & Scripture

- The Bible has little to no authority
- The Church is just one of MANY influences

More Open Spiritually

Willing to embrace the knowledge of the spiritual world more



65%

Believe that many religions can lead to eternal life

60%*

Believe there is MORE than 2 genders (40% of Millennials)

1 in 5

Christians believe gender is “what a person feels like”

42%

Say the Bible is accurate in all of the principles it teaches

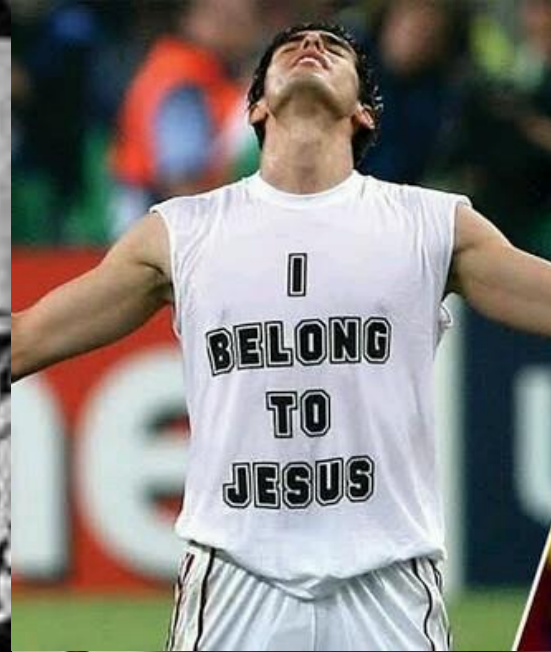
81%

Are curious about what is actually in the Bible

**“GEN Z IS IN
REVIVAL AND
RETREAT AT THE
SAME TIME”**



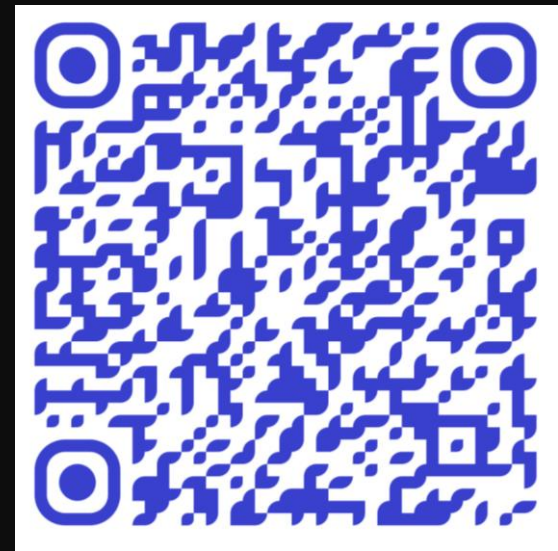
- Carey Nieuwhof



Discussion Questions:

1. **8 in 10 Gen Z report a traumatic experience in their life. Do you think Gen Z is disproportionately affected or just needs to toughen up?**
2. **What do you think it means that Gen Z is in revival and retreat at the same time?**
3. **What else stood out to you about Gen Z & Alpha?**

**SCAN
FOR EXTRA
RESOURCES**



MEET THE NEXT GENERATIONS

**BABY
BOOMERS**

1940

**GENER
ATION
X**

1960

**MILLE
NIALS**

1980

**GEN
Z**

1990

**GENER
ATION
ALPHA**

2015



WHO IS GEN Z & ALPHA



TUNE-UP DIAGNOSIS



Engine tune-up has long been the term used to indicate almost any group of service operations covering repairs and adjustments of the ignition, compression, and carburetion systems on automobile engines. Many car owners in the past years have had, at times, the experience of having their cars "tuned up" only to find that the trouble they were experiencing was not corrected.

In trying to avoid this difficulty, tune-ups which included just about every service that could be done on an engine were recommended. While these complete tune-ups were successful in correcting many troubles, they were expensive and owners sometimes paid a lot of service they didn't need.

To assist owners in getting what they need and avoiding unnecessary expense, many Pontiac dealers are offering a special Tune-Up Diagnosis Service. This includes: First, the few minor adjustments to the ignition, compression and carburetion systems needed at regular intervals; Second, a group of minor adjustments and maintenance jobs on the electrical system needed

or every 10,000 miles; and finally a complete test and diagnosis to tell you the condition of the entire ignition, compression, and carburetion systems.

This service may be obtained at a nominal cost. While it is not intended as a "cure-all", it will help eliminate guesswork in locating potential causes of engine trouble and prevent future trouble.

WHEN TO HAVE A TUNE-UP DIAGNOSIS JOB—Due to the differences in driving habits and driving conditions, it is rather hard to set a definite schedule for this service. Generally speaking, it is good practice for the average driver to have a Tune-Up Diagnosis in the Spring and again in the Fall. If you use your car in your work and put on a lot of miles, you may want to have this job performed every 10,000 miles.

On the other hand, some owners may prefer to get a tune-up only when some irregularity such as hard starting or missing at low speeds indicates that some service is needed. This is not a bad rule when a car is fairly new, but as mileage increases the possibility of failures in the ignition, compression, and carburetion systems increases. Furthermore, failures experienced on the road might prove costly, particularly if they happen at night or on a Sunday drive when service stations are closed. Your Pontiac dealer's Tune-Up Diagnosis service will help find deficiencies in the ignition, compression, and carburetion systems before they occur, thus saving you inconvenience and expense.

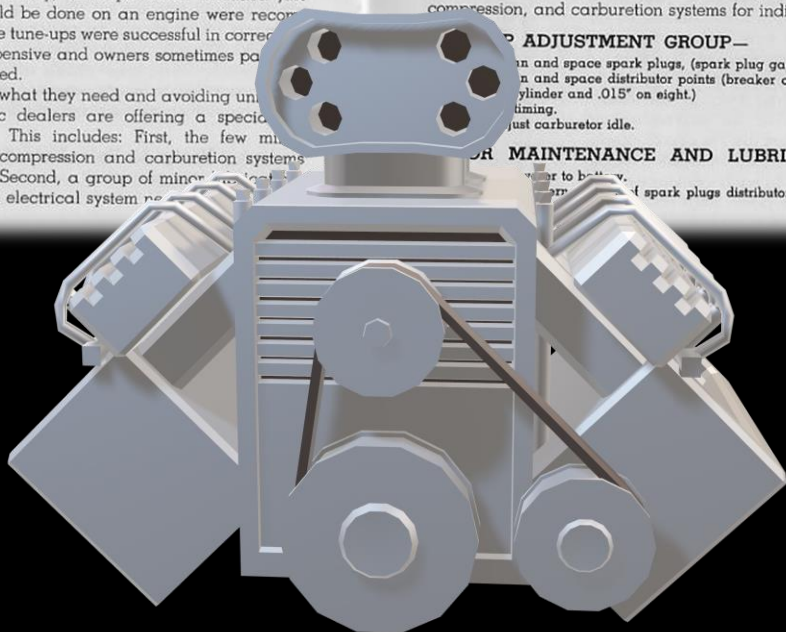
SERVICES INCLUDED IN THE TUNE-UP DIAGNOSIS—The services of the Tune-Up Diagnosis can be segregated into three groups of operations. The first group includes the adjustments which are recommended as necessary every Spring and Fall or every 10,000 miles. The second group has the lubrication of those engine units which do not require attention every 2,000 miles. The last part of the Tune-Up Diagnosis covers checking and testing the ignition, compression, and carburetion systems for indications of trouble.

ADJUSTMENT GROUP—

Adjust and space spark plugs, (spark plug gap .025").
Adjust and space distributor points (breaker contact gap .020" on
cylinder and .015" on eight)
Timing.
Adjust carburetor idle.

MAINTENANCE AND LUBRICATION GROUP—

Change oil and filter.
Check and adjust spark plugs distributor cap, coil terminal



“If you think you’re smarter than the previous generation, consider this: 50 years ago the owner’s manual of a car showed you how to adjust the valves.

Today, it warns you not to drink the contents of the battery.”

- Derric Johnson

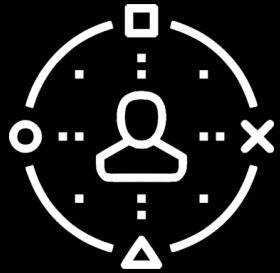
DIVERSE
(RACIAL & ETHNIC)

CONNECTED
(MORE ONLINE)

VULNERABLE
(COGNITIVELY ADVANCED,
EMOTIONALLY BEHIND)

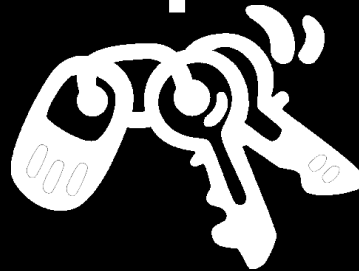
FLUID
(WITH GENDER
& IDENTITIES)

VALUES OF GEN Z & ALPHA



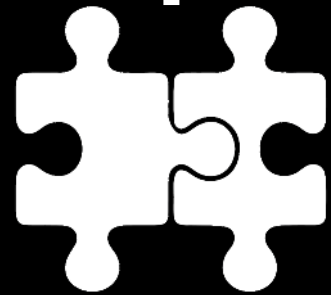
**EXPERIENCE
OVER WORDS**

**MORE OPEN TO
SPIRITUALITY**



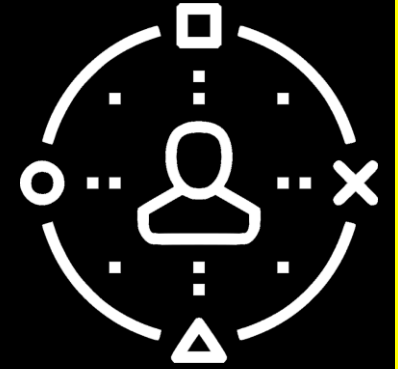
**CHALLENGED
OVER ENTERTAINED**

**AUTHENTICITY
OVER POLISH**



**BELONG
BEFORE BELIEVE**

EXPERIENCE IS MORE TRUSTWORTHY THAN WORDS



- ↳ Truth is relative and up to interpretation
 - ↳ Leaders might not be trustworthy
 - ↳ Actions speak louder than words

If truth is relative...
what determines truth?

1. **My** experiences
2. **My** feelings
3. **My** society



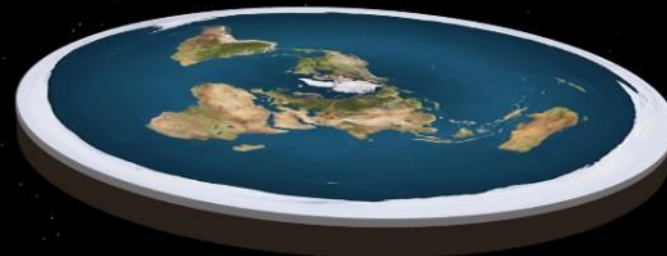
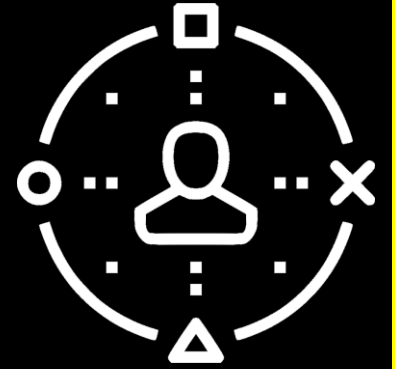


EXPERIENCE IS MORE TRUSTWORTHY THAN WORDS

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GEN Z'S LANGUAGE GEN IS WORSHIP

97

Minutes per day
streaming music from
Gen Z in 2024

4/5

Said they learned something
about themselves when
listening to music

69%

Felt less lonely when
listening to music
in 2023

VALUES OF GEN Z & ALPHA

DIVERSE

(RACIAL & ETHNIC)

CONNECTED

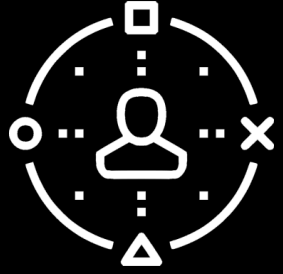
(MORE ONLINE)

VULNERABLE

(COGNITIVELY ADVANCED,
EMOTIONALLY BEHIND)

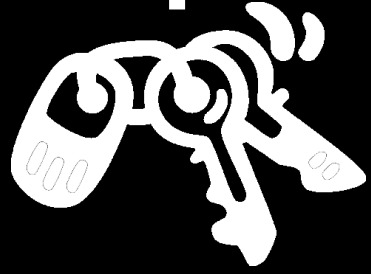
FLUID

(WITH GENDER
& IDENTITIES)



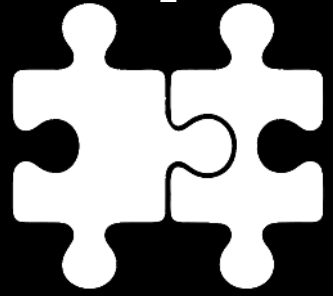
**EXPERIENCE
OVER WORDS**

**MORE OPEN TO
SPIRITUALITY**



**CHALLENGED
OVER ENTERTAINED**

**AUTHENTICITY
OVER POLISH**



**BELONG
BEFORE BELIEVE**

WANT TO BELONG BEFORE THEY BELIEVE

- ↳ Truth is relative = experience dominates
- ↳ Feeling accepted must come first
- ↳ More sensitive to non-sensitivity



In The Past:

~~BELIEVE~~



~~BEHAVE~~



~~BELONG~~

The New Reality

BELONG



BEHAVE



BELIEVE

Jesus called out to them,

“Come,

BELONG

follow me, and

BEHAVE

**I will make you
fishers of people.”**

BELIEVE

Mark 1:17 NLT

OLD REALITY

BELIEVE → BEHAVE → BELONG

Stress **Commitment**

Responsibility On Us
Sharing Their Lives

Being Honored

They Earn their voice

Builds A **Deep**
Connection

NEW REALITY

BELONG → BEHAVE → BELIEVE

Emphasizes **Invitation**

Responsibility On Us
Share Our Lives

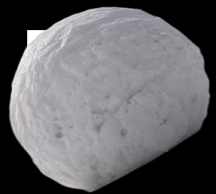
Be

They Earn their voice

Servant Level
Connection

SO

WHAT?





MS

TUM

**CRITICAL
MASS**





“Our purpose is simply to create moments and movements.”

- Louie Giglio, Founder of the Passion Conference



NEEDS

PURPOSE

What difference
can I make?

BEHAVIORS

WHAT WE DO

VALUES

THINK IS IMPORTANT

BELIEFS

ACCEPT TO
BE TRUE

BELONGING

Where do I fit?

IDENTITY

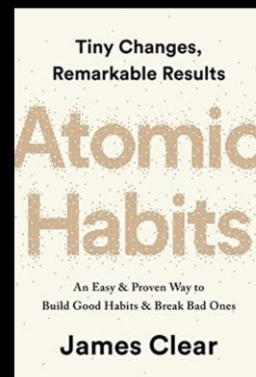
Who am I?

A 60-Day Exploration of Who You Were Made To Be

3 BIG QUESTIONS THAT SHAPE YOUR FUTURE

KARA POWELL, KRISTEL ACEVEDO,
AND BRAD M. GRIFFIN

**“SUCCESS IS THE
PRODUCT OF DAILY
HABITS – NOT
ONCE-IN-A-LIFETIME
TRANSFORMATIONS”**



**- James Clear,
Atomic Habits**

**DISCIPLESHIP IS
ABOUT LIFE
TRANSFORMATION,
NOT JUST
BEHAVIOR
MODIFICATION!**

MINISTRY:

BEHAVIORS = MEASURE

WHAT WE DO

VALUES = PROGRAM
THINK IS IMPORTANT

BELIEFS = TEACH

ACCEPT TO
BE TRUE

THE IDEAL STUDENT

EXERCISE



**LIST OF CHARACTERISTICS
AND EXPERIENCES YOU DESIRE
EACH STUDENT TO HAVE BY
THE TIME THEY GRADUATE**



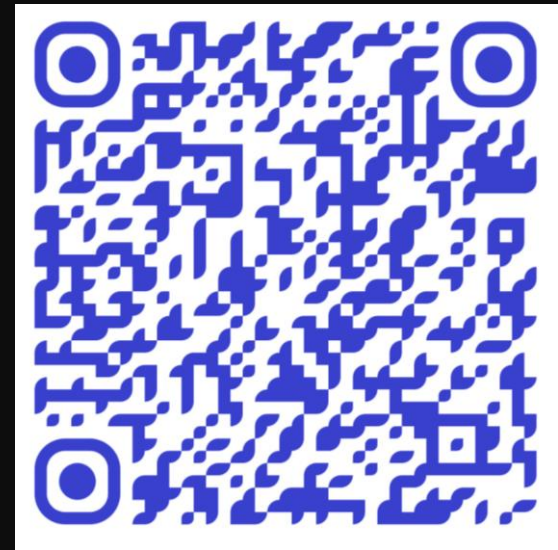
THE IDEAL STUDENT ACTIVITY

THE STUDENT	YOUR COMMUNITY	YOUR DISCIPLESHIP	YOUR IMPACT
BELIEF What a person accepts to be true and builds their life upon	Students discover:	Students develop:	Students accept:
VALUES What a person thinks is important so it affects their priorities	Students begin to:	Students begin to:	Students begin to:
BEHAVIOR The way in which a person acts or conducts themselves	We will see students:	We will see students:	We will see students:

• Discussion Questions:

1. What does it look like that a teenager is belonging before believing?
2. Without too much thinking, what 1-2 characteristics and experiences do you want your students to have by the time they graduate?
3. Take some time to start the Ideal Student exercise.

SCAN
FOR EXTRA
RESOURCES



MEET THE NEXT GENERATIONS



1940



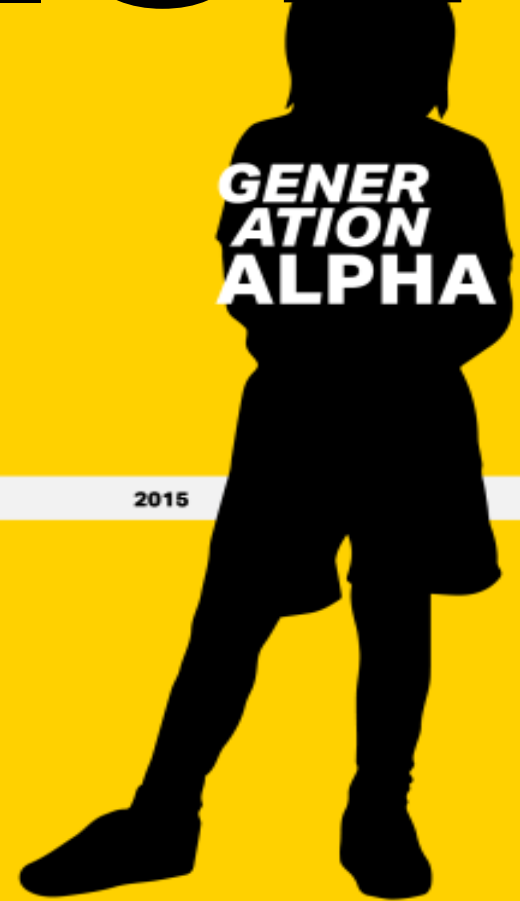
1960



1980



1990



2015

!

NEXTGEN

USMB



the network

National Youth
Worker Network



National Summer
Camp For High
Schoolers



leadership PIPELINE

Leadership
Development and
Internship Program

USMBNEXTGEN.COM

MOMENTUM

A photograph of a snow-covered mountain slope under a cloudy sky. A large, textured snowball is positioned on the slope. The word "MOMENTUM" is written in large, bold, white, sans-serif capital letters across the top left of the image, following the curve of the slope. An arrow points from a black box containing the text "CRITICAL MASS" to the snowball.

**CRITICAL
MASS**

NEEDS

PURPOSE

What difference
can I make?

BELONGING

Where do I fit?

IDENTITY

Who am I?

MINISTRY:

BEHAVIORS = MEASURE

WHAT WE DO

VALUES = PROGRAM
THINK IS IMPORTANT

BELIEFS = TEACH

ACCEPT TO
BE TRUE

~~"BIGGER IS BETTER"~~

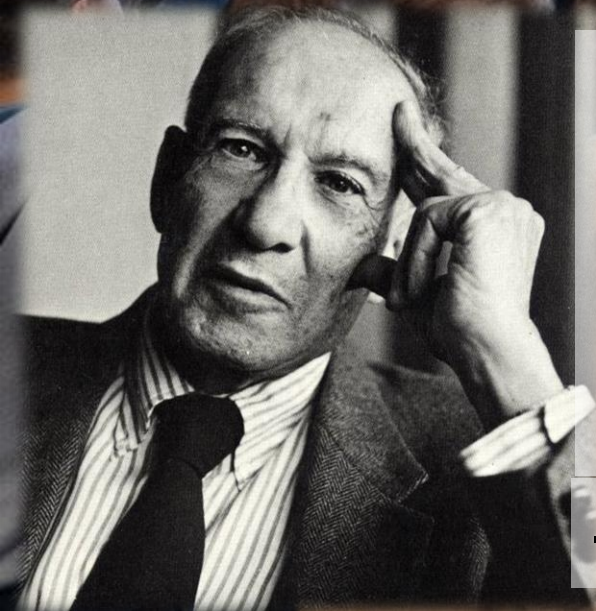
59% Under 99 people
35% 100 - 499 people
2% 500 - 1,999 people

100+ people **WHICH IS BETTER?**



HOW DO YOU BUILD A CULTURE

**Environment and atmosphere distinct to a community*



“Culture eats strategy for breakfast.”

- Peter Drucker

DOES CULTURE MATTER?

- People love being there
- Great leaders come and stay
- People grow in their faith
- You build momentum!!!!

HOW DO YOU BUILD A CULTURE?

- **VALUES**

- What you want to be prioritized
 - Authenticity, fun, excellence, respect/love
- Motto: EMBRACE THE AWKWARD
 - Uncomfortable = growth
- Bigger picture – part of the Church



HOW DO YOU BUILD A CULTURE?

- VALUES

- LANGUAGE

- Speak your values constantly
- Avoid insider language & jokes
- Don't talk down to them – **THEY'RE NOT KIDS!**
- Have names for ministries & spaces (youth room, events, ministry, etc.)



HOW DO YOU BUILD A CULTURE?

- VALUES
- LANGUAGE
- **CALENDAR**
 - Calendar = customs & habits
 - Create yearly events (to look forward to)
 - Evaluate & improve each event yearly
 - Plan ahead = builds anticipation



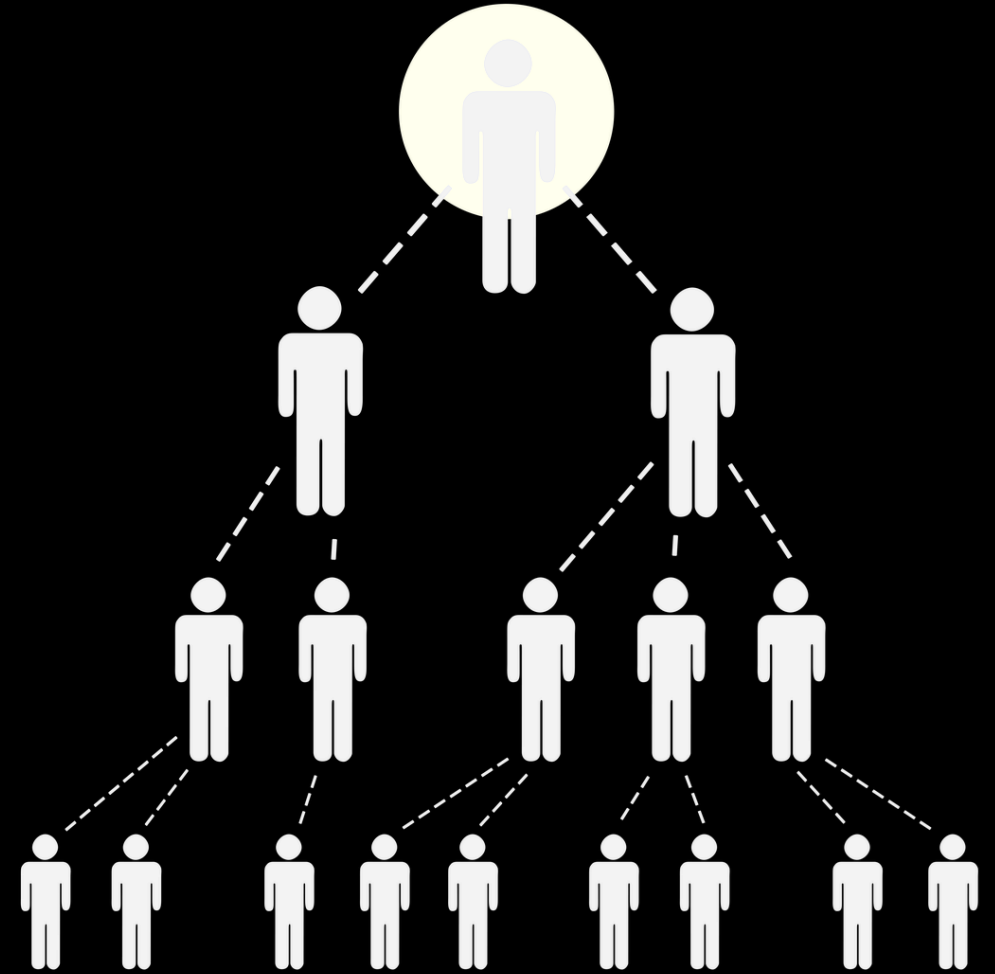
THE MELTING POINT

(the temperature must rise first)



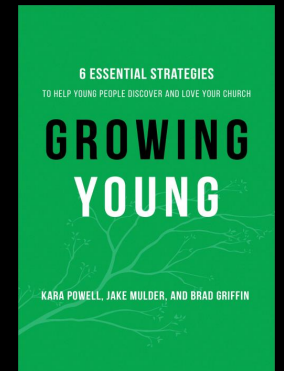
HOW DO YOU BUILD A CULTURE?

- VALUES
- LANGUAGE
- CALENDAR
- **LEADERS**
 - Recruit well – minimizing poor leaders
 - Communicate high & clear expectations
 - Develop layers of leaders
 - Create a student leadership team



Greatest factor of a teenager keeping their involvement in church after high school*:

5 = 1

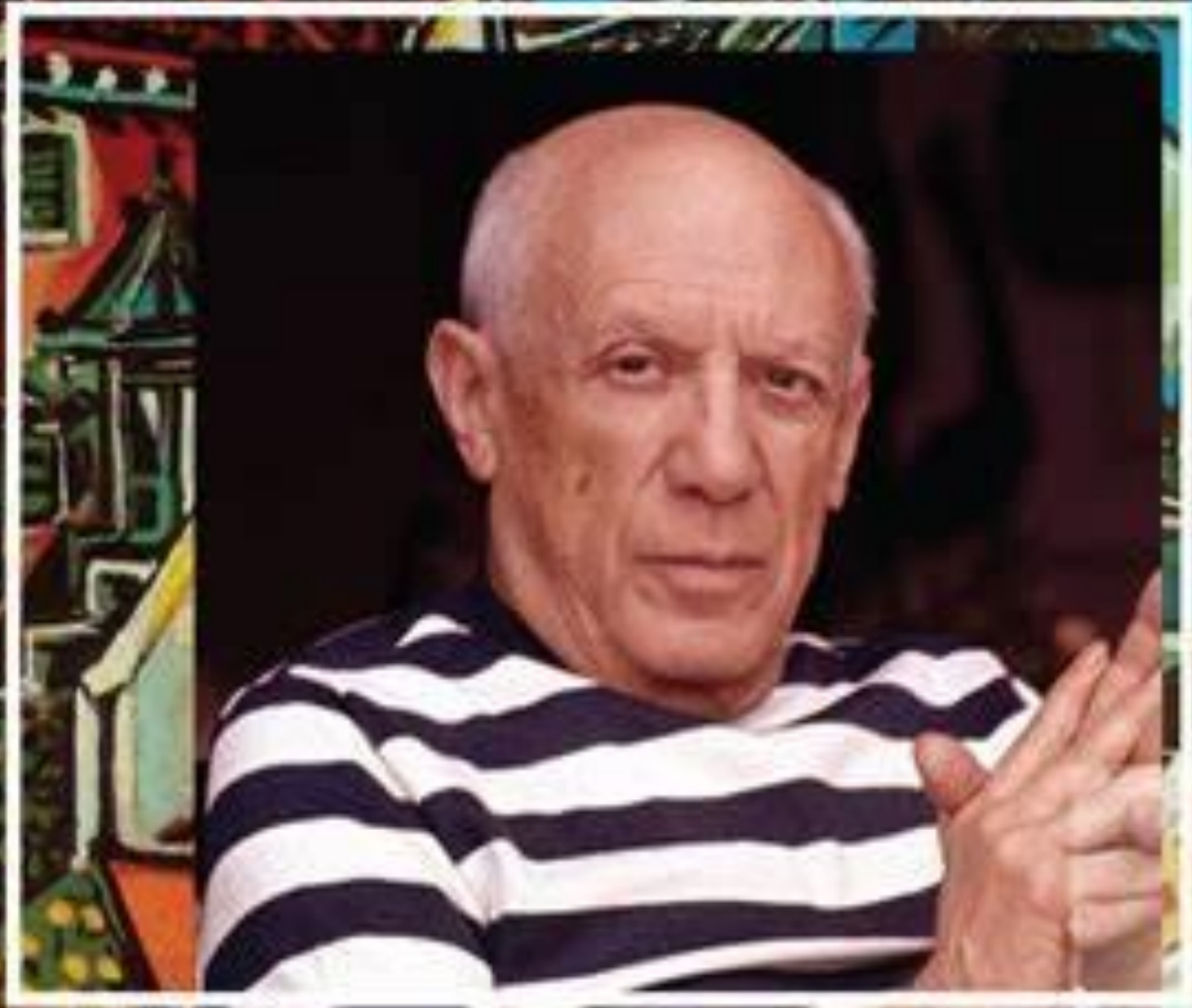


***GROWING
YOUNG BOOK**

Five Christian Adults **Pouring Into One Student**



**Be who
you needed
when you
were a
teenager**



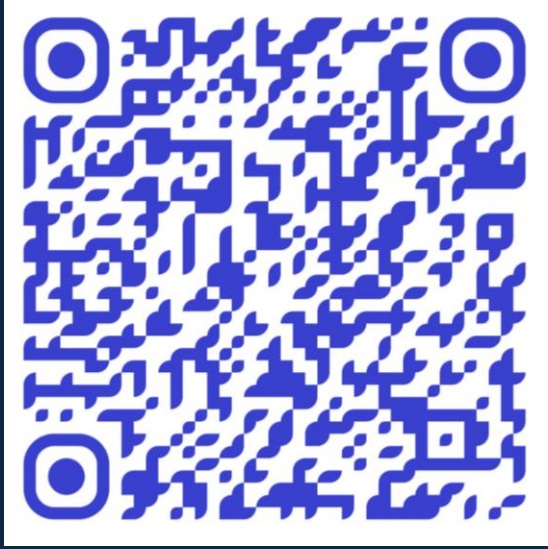
Pablo Picasso

**WHAT YOUTH MINISTRY
DOES IN 4-7 YEARS HAS A**

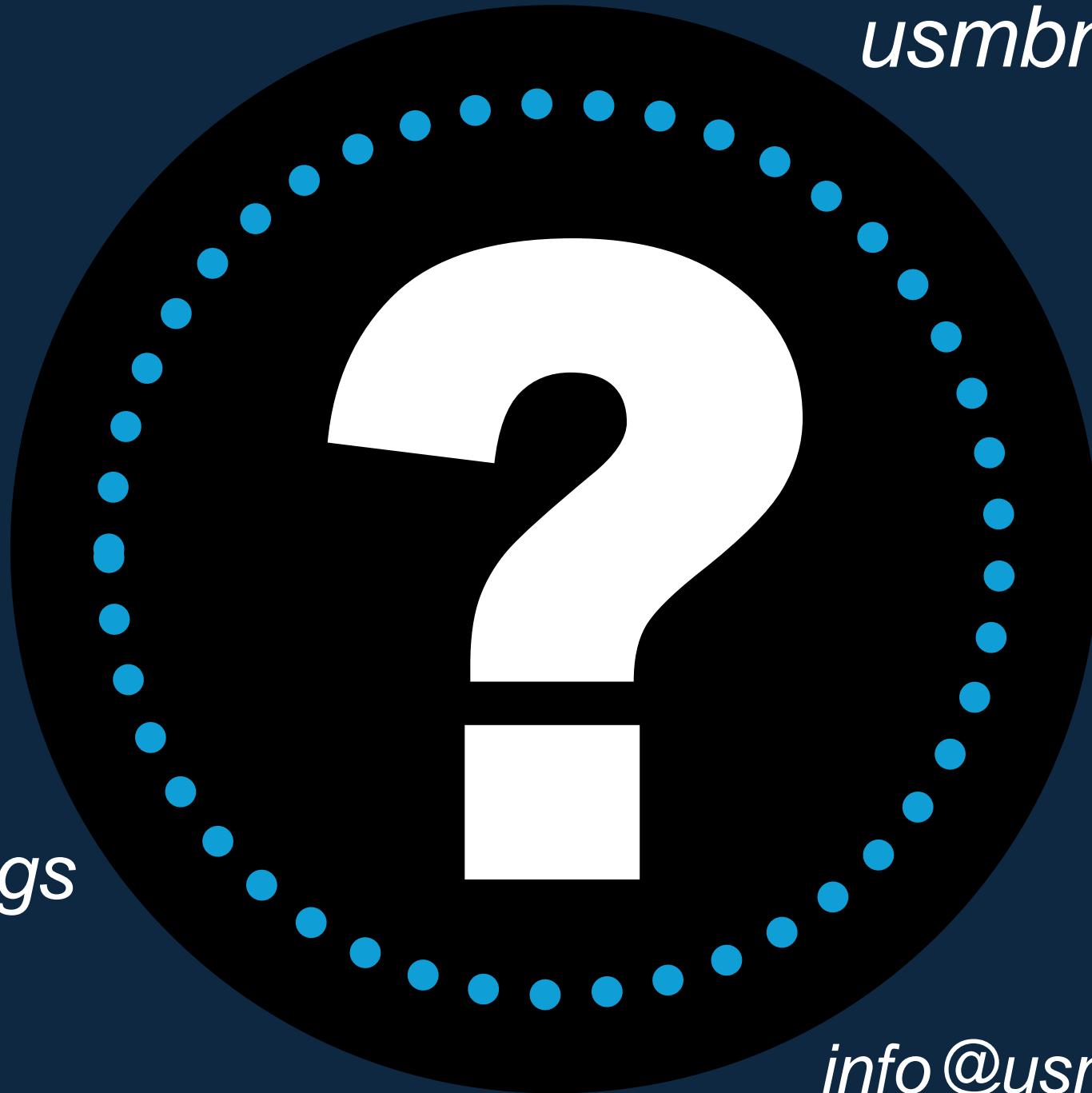
30+

YEAR VALUE

SCAN
FOR EXTRA
RESOURCES







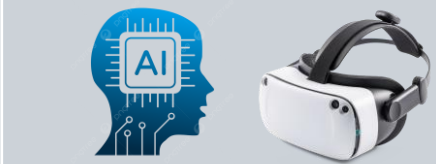
usmbnextgen.com



@KyleAGoings



info@usmbnextgen.com

	Baby Boomers	Generation X (Baby Busters)	Millennials (Generation Y)	Gen Z (Gen Zero or iGen)	Gen Alpha (Gen Sigma)
Birth Years & Ages*	1946-1964 (60-78)	1965-1981 (43-59)	1982-1996 (29-42)	1997-2010 (14-28)	2011-2025 (1-13)
Unique Influence	Moon landing, sexual revolution, Vietnam, JFK, MLKJ	AIDS crisis, end of cold war, MTV, rise of computers	9/11, Columbine, the internet, apple products	YouTube, great recession, social media, COVID-19	A.I., online retail, environmental challenges, Trump political landscape
Size	64 Million	40 Million	73 Million	76 Million	82 Million
Characteristics	Confident & Sociable	Flexible & Skeptical	Ambitious & Risk Taker	Creative & Sensitive	Adaptive & Self Reliant
Popular Items					
Attitude Toward Authority	Replace Them	Endure Them	Choose Them	Not Sure I Need Them	I'll Decide If I Trust Them
View of the Future	Create It	Skeptical	You Live Only Once	Fear Of Missing Out	Shape It To Sustain It

NEEDS

PURPOSE

What difference
can I make?

BELONGING

Where do I fit?

IDENTITY

Who am I?

MINISTRY:

BEHAVIORS = MEASURE

WHAT WE DO

VALUES = PROGRAM
THINK IS IMPORTANT

BELIEFS = TEACH

ACCEPT TO
BE TRUE

VALUES OF GEN Z & ALPHA

DIVERSE

(RACIAL & ETHNIC)

CONNECTED

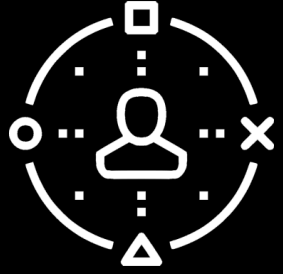
(MORE ONLINE)

VULNERABLE

(COGNITIVELY ADVANCED,
EMOTIONALLY BEHIND)

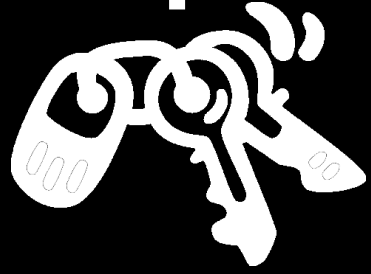
FLUID

(WITH GENDER
& IDENTITIES)



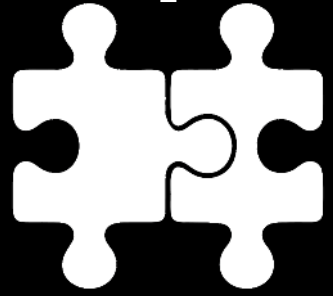
**EXPERIENCE
OVER WORDS**

**MORE OPEN TO
SPIRITUALITY**



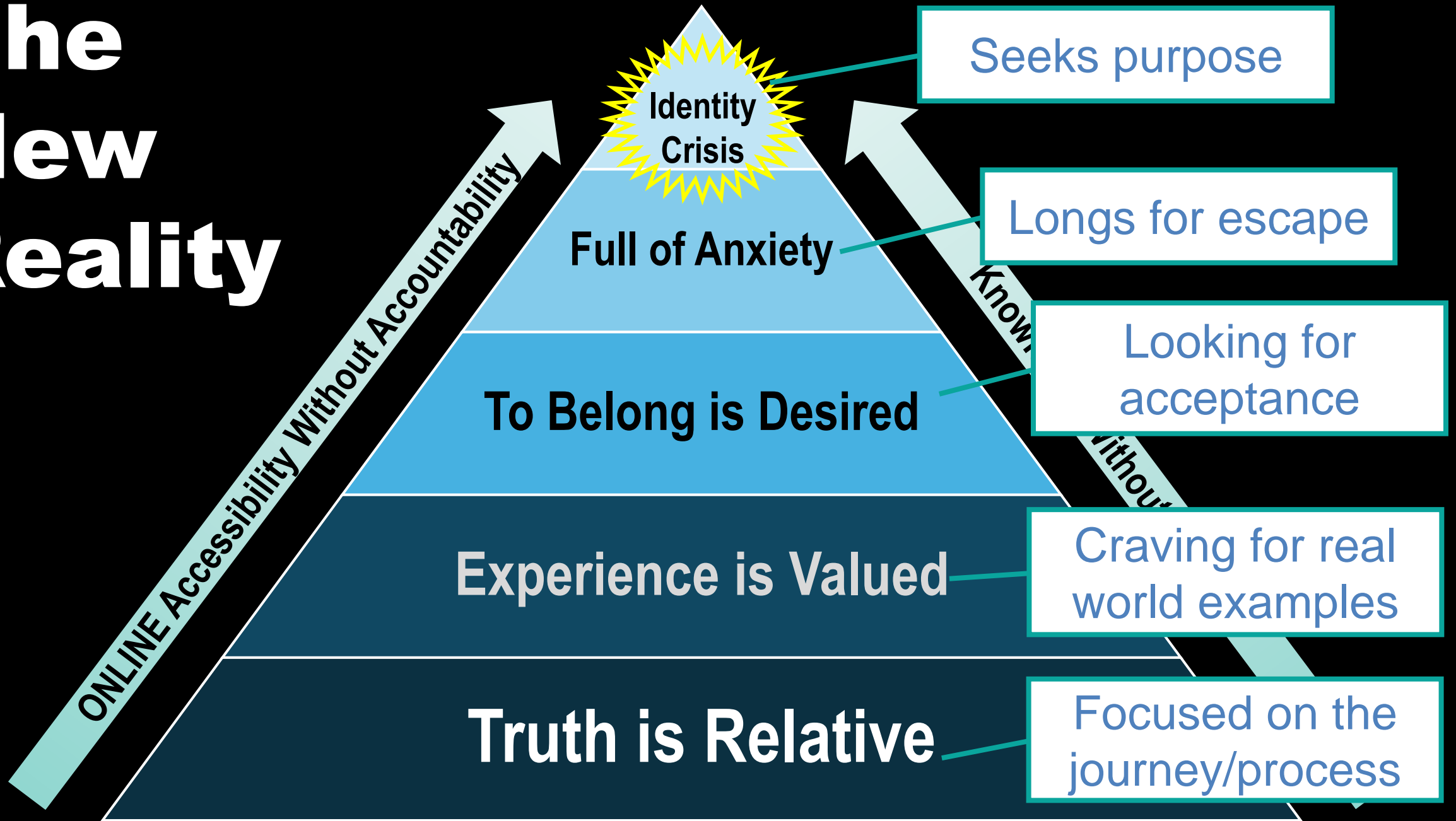
**CHALLENGED
OVER ENTERTAINED**

**AUTHENTICITY
OVER POLISH**



**BELONG
BEFORE BELIEVE**

The New Reality



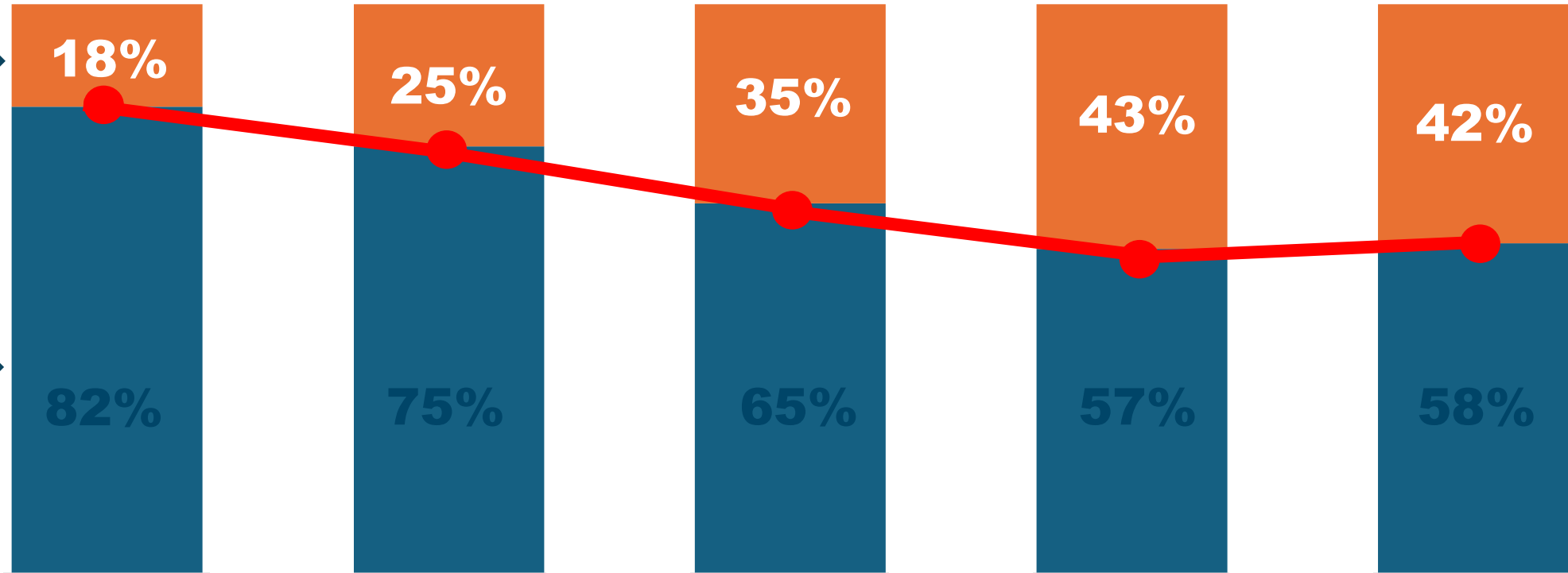
Examples From “3 Big Questions” Book

IDENTITY	BELONGING	PURPOSE	NARRATIVE
I am a competitor	I succeed to be accepted by those who value me for what I accomplish	My purpose is to win and I must keep winning	The world is competitive
I am a survivor	I seek to find a place that is safe	My purpose is to avoid all risk for self-preservation	The world is dangerous
I am made in the image of God	I seek community where I can receive and give	My purpose is to live the best version of me and make the world a better place	God made the world, rescues us, and invites us to co-create

The Silent (Builders)	Baby Boomers	Generation X (Baby Busters)	Generation Y (Millennials)	Generation Z (Gen Zero or iGen)
1928-1945 (77-94)	1946-1964 (58-76)	1965-1981 (41-57)	1982-1996 (27-40)	1997-2015 (7-26)

Religiously Disaffiliated

Religiously Affiliated



SILENT

BOOMER

GEN X

GEN Y

GEN Z

Gen Z is the best hope we have had in 5 generations!

*Wall Street Journal, 2020