

Next Generation Resources



Most books can be found on Amazon or a simple google search. Websites, podcasts, and other resources are labeled where you can find them. If you have any questions please contact us at info@usmbnextgen.com.

 <p>Generation ALPHA</p> <p>The leading information on the emerging generation from a scientific perspective, great for parents.</p>	 <p>Gen ALPHA</p> <p>A guide to understand what the author calls digital natives and heavy on tech statistics.</p>	 <p>3 Big Questions</p> <p>A very easy read to help how you program and what you teach to impact the next generation.</p>
 <p>Generation Z Unfiltered</p> <p>Help to understand the generation that is 10-25 years old by talking 9 hidden challenges.</p>	 <p>Gen Z by Barna</p> <p>What the research shows about this generation and what separates them from millennials. Found at barna.org</p>	 <p>Growing Young</p> <p>Practical help based on research from 250 of the nation's leading congregations on what they are doing.</p>
 <p>Faith For Exiles</p> <p>Fight the discouragement and get practical help in how to impact this new digital generations.</p> <p>David Kinnaman & Mark Matlock</p>	 <p>Meet Generation Z</p> <p>Hear from a Pastor's perspective on how to reach this post-Christian generation as a church.</p> <p>JAMES EMERY WHITE</p>	 <p>You Lost Me</p> <p>Based on research by Barna Group exposes ways Christian community has failed to equip the next generation.</p> <p>David Denton</p>
 <p>Small(er) Church Youth Ministry</p> <p>Helpful guide from an experience small church youth pastor.</p>	 <p>Faith Beyond Youth Group</p> <p>5 ways to form character and cultivate life-long discipleship in youth.</p> <p>DAVID DENTON with ANDREW STEAL & SHANE</p>	 <p>Thriving Youth Ministry in Smaller Churches</p> <p>Ideas for cultivating a dynamic youth ministry.</p> <p>BY RICK CHROWEY & STEPHANIE GARD</p>
<p>PODCASTS:</p> <ul style="list-style-type: none"> • Carey Neiuwhof Leadership— expert in leadership and church health • Download Youth Ministry—pioneers of youth ministry • Youth Ministry Hacks—tons of practical ideas • Bible Project—great resource for bible study • Becoming Something With Jonathan Pokluda—know how to ministry to young adults 	<p>WEBSITES:</p> <ul style="list-style-type: none"> • Usmbnextgen.com • Downloadyouthministry.com—HAS EVERYTHING YOU NEED! • Leadertreks.org—tons of resources • Fulleryouthinstitute.org—research & books • Stuffyoucanuse.org—games, curriculum, tools, etc. • Youthministry360.com—more resources 	<p>OTHER RESOURCES:</p> <ul style="list-style-type: none"> • The Bible Project—a great website & app for tons of free videos and resources • Coleader.co—youth ministry curriculum program • Churchome—a church's app that is state of the art on online ministry

	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

Comparing and Contrasting

	Baby Boomers (1946-1964)	Generation X (1965-1981)	Millennials (1982-1996)	Generation Z (1997-2015)
Communication With People	Give me the bottom line	Keep it real	Make it interactive	Keep it short
Motivating People	Position & bonuses	Freedom to work on my own terms	Meaningful work that makes a difference	Let me do it on a screen, my way
Feedback and Evaluation	Annually and full documentation	Steady and honest; pros and cons	Immediately and frequently. Be nice.	Short and on a screen. Then in person.
Giving & Philanthropy	Gives to programs (loyalty to tradition)	Give to productivity (generates results)	Gives to people (Loyalty to specific individuals)	Give to passion (Causes they believe in)
Dealing With Change	Fine the way we've done it in the past	I love change... when it's my idea	I want change every few months	My attention span is eight seconds