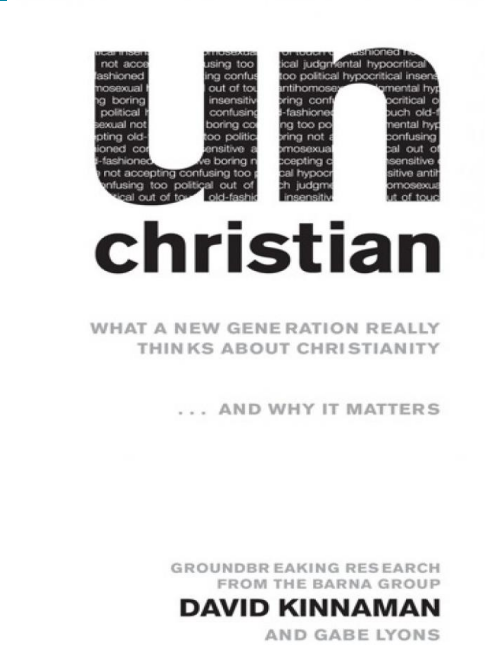
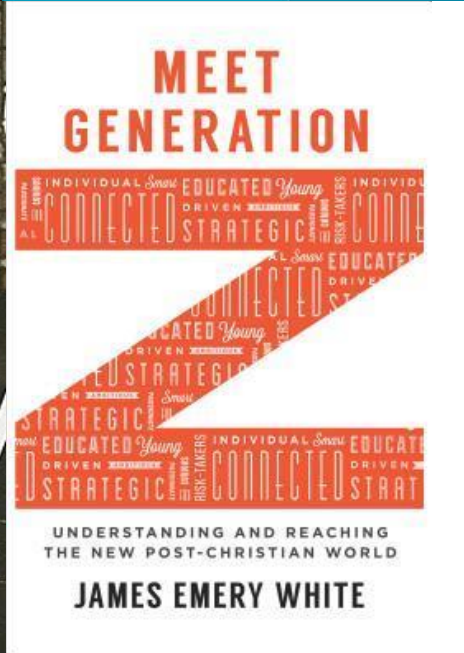
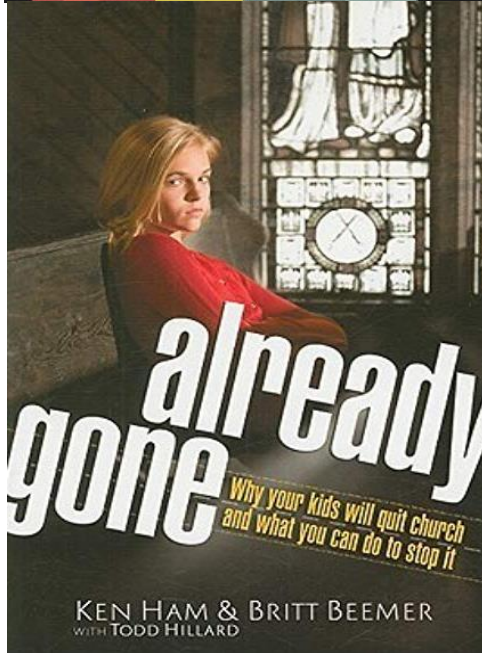
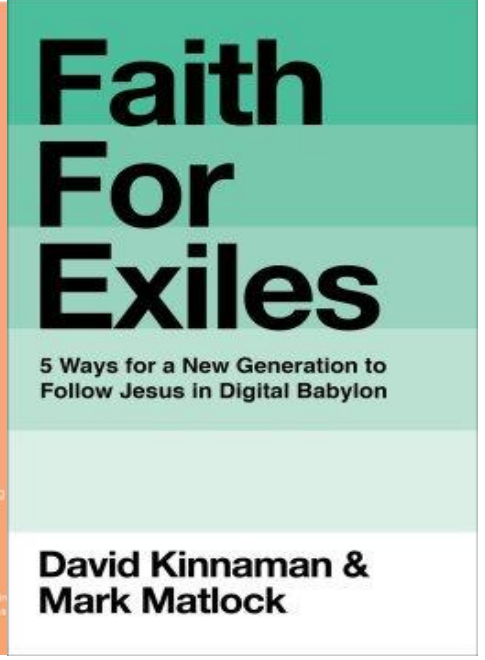
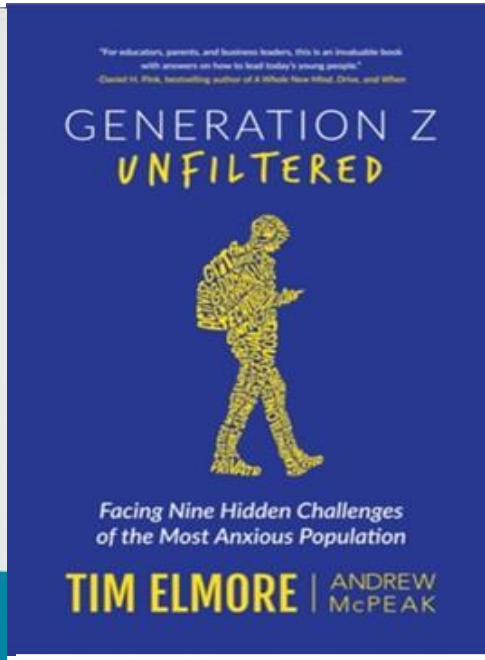
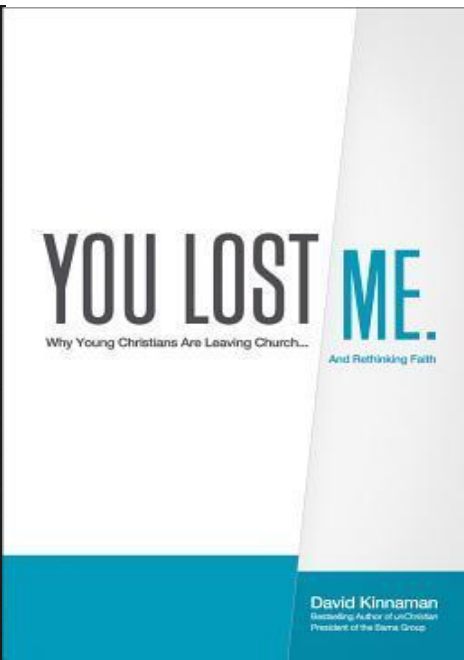
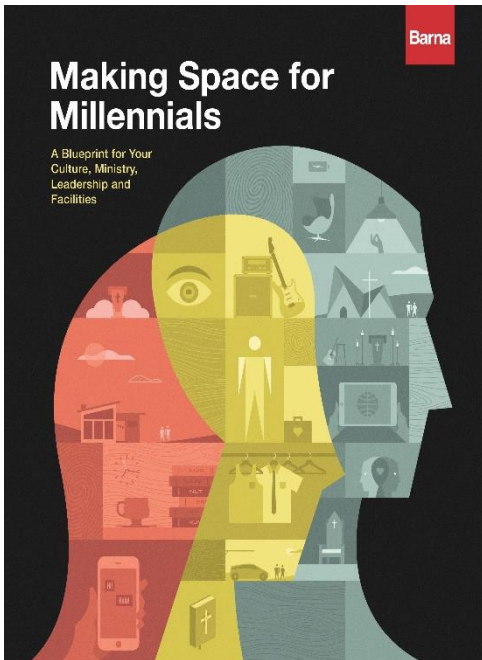


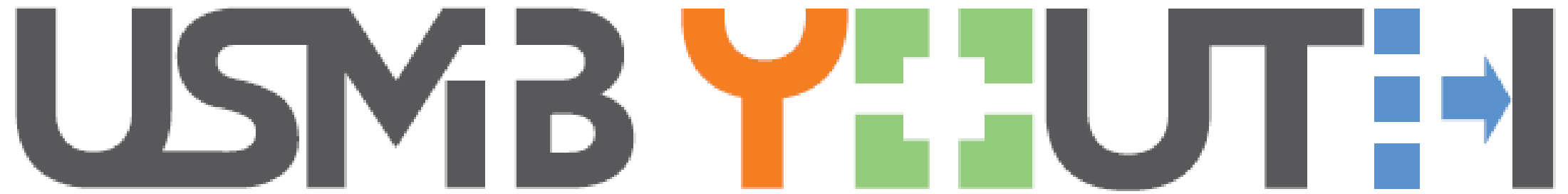
**Millennials & Gen Z:  
A Crossroads of Change  
By Kyle Goings  
(Student Ministry Pastor, Wichita, KS)**

# Resources on Millennials & Gen Z



## Websites:

- [Youtube.com/prochurchtools](https://www.youtube.com/prochurchtools)
- [Pewresearch.org](https://www.pewresearch.org)
- [Visioncritical.com/resources](https://www.visioncritical.com/resources)
- [Downloadyouthministry.com](https://www.downloadyouthministry.com)
- [Factsandtrends.net](https://www.factsandtrends.net)
- [Zerocater.com/generation-z](https://www.zerocater.com/generation-z)
- [Thetruthsource.org](https://www.thetruthsource.org)
- [Barna.org](https://www.barna.org)



**Questions:**

**leave a comment in the chat**

**or**

**Email Kyle Goings at  
[students@firstmbchurch.org](mailto:students@firstmbchurch.org)**

# When speaking of generations We need to speak of **generalities**



**TRADITIONALISTS:**  
Value authority and a top-down management approach; hard working; 'make do or do without'.



**BABY BOOMERS:**  
Expect some degree of deference to their opinions; workaholics



**GENERATION X:**  
Comfortable with authority; will work as hard as is needed; importance of work life balance.



**GENERATION Y:**  
Respect must be earned. Technologically savvy; goal and achievement oriented.



**GENERATION Z:**  
Many traits still to emerge. Digital natives, fast decision makers, highly connected.

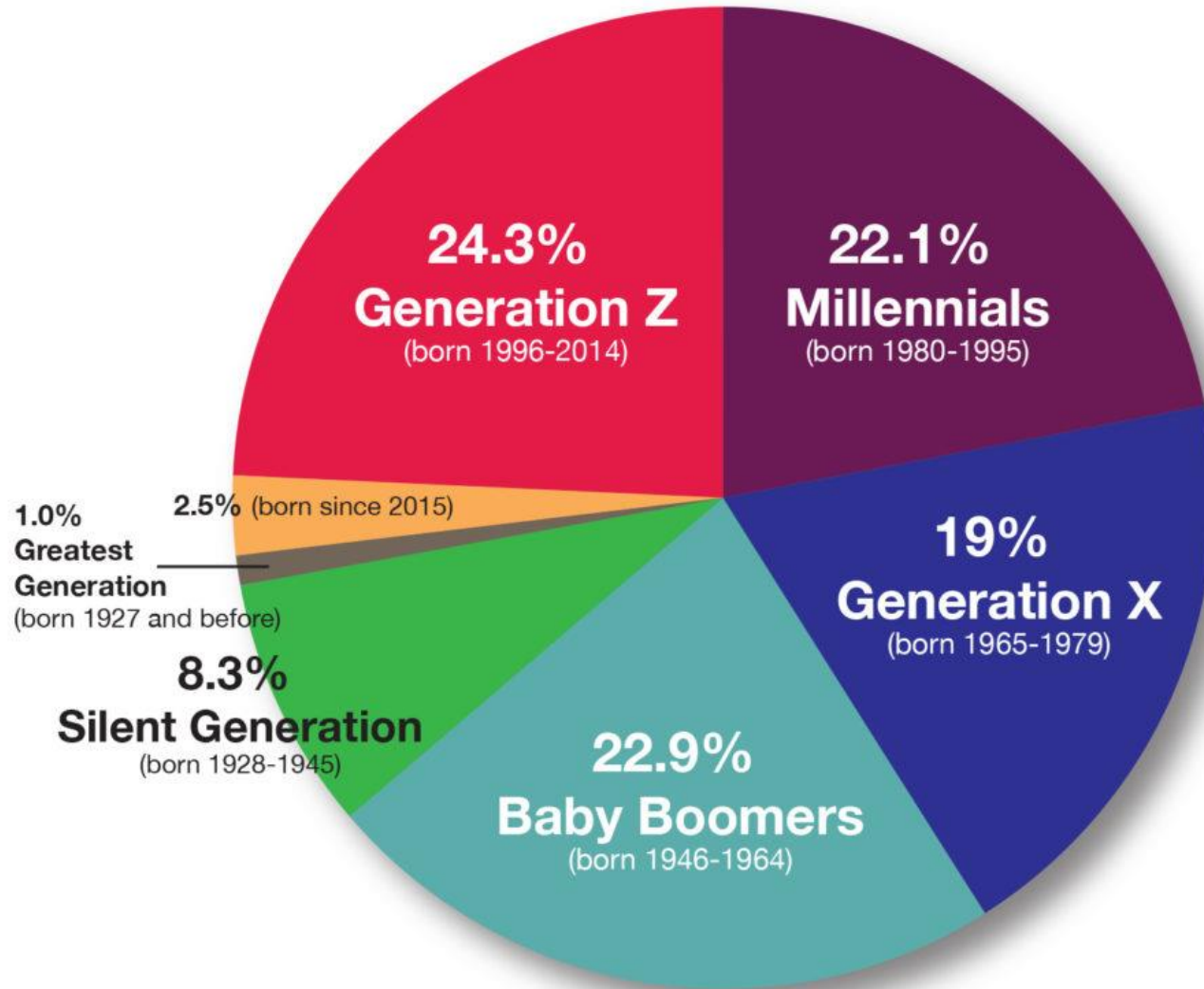
	<b>The Silent (Builders)</b>	<b>Baby Boomers</b>	<b>Generation X (Baby Busters)</b>	<b>Generation Y (Millennials)</b>	<b>Generation Z (Gen Zero or iGen)</b>
<b>Birth Years &amp; Ages</b>	1928-1945 (74-91)	1946-1964 (55-73)	1965-1980 (40-54)	1981-1995 (24-39)	1996-2014 (5-23)
<b>Unique Influence</b>	Korean War, McCarthyism, Cold War	Consumer economy, sexual revolution, Watergate, JFK, MLKJ	AIDS crisis, end of cold war, MTV	9/11, war on terror, great recession, internet	Mobile tech, YouTube, social media, globalization
<b>Life Paradigm</b>	Be grateful you have a job	You owe me	Relate to me	Life is a cafeteria	I'm coping and hoping
<b>Sense of Identity</b>	I am humble	I am valuable	I am valuable	I am awesome	I am fluid
<b>Attitude Toward Authority</b>	Respect them	Replace them	Endure them	Choose them	Not sure I need them
<b>Role of Relationships</b>	Significant	Limited; useful	Central; caring	Unlimited; global	Utilitarian
<b>Technology</b>	Hope to outlive it	Master it	Employ it	Enjoy it	Hack it
<b>View of the Future</b>	Seek to stabilize	Create it	Skeptical	YOLO	FOMO

Raised




*\*Generation Z: Unfiltered*

# U.S. population by generation



Source: U.S. Census estimates for 2016



**The Church Currently:**  
**The Greatest**  
**The Silent**  
**Baby Boomers**  
**Generation X**

**The Church of**  
**the Future:**  
**Millennials**  
**Generation Z**

Philosophy  
Methods  
Opinions  
Communication  
and more

*The harvest is great, but the workers are few. So pray to the Lord who is in charge of the harvest; ask him to send more workers into his fields. Luke 10:2b*

**“This is a crop we haven’t faced before.”**

**– Brent Warkentin (pastor of First MB in Wichita)**



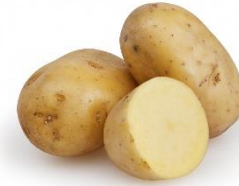
**Red Wheat**



**Corn**



**Soybeans**



**Potatoes**



**Grapes**



**Different crops require different methods**



# Two Types of Millennials

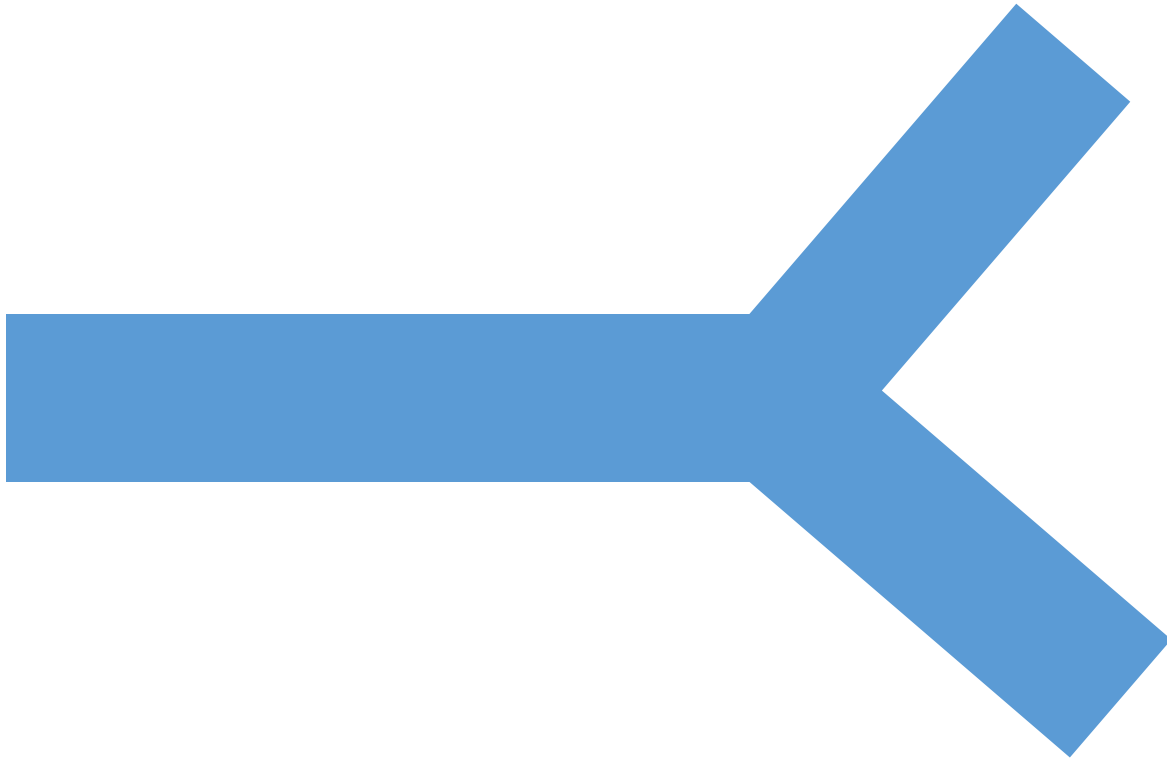
*\*Jack Dorsey*

## ME-Millennials

- ✓ Entitled, never grows up
- ✓ Lazy and overly idealistic
- ✓ What most people think of when they think millennials

## MEGA-Millennials

- ✓ Gets overlooked
- ✓ Doing what their suppose to do
- ✓ Resents the “other” millennials more than other generations





GREW UP DURING AN **ECONOMIC BOOM**



TEND TO BE **IDEALISTIC**



FOCUSED ON HAVING **EXPERIENCES**



MOBILE **PIONEERS**



PREFER BRANDS THAT **SHARE THEIR VALUES**



PREFER **FACEBOOK & INSTAGRAM**



## MILLENNIALS

Born between about

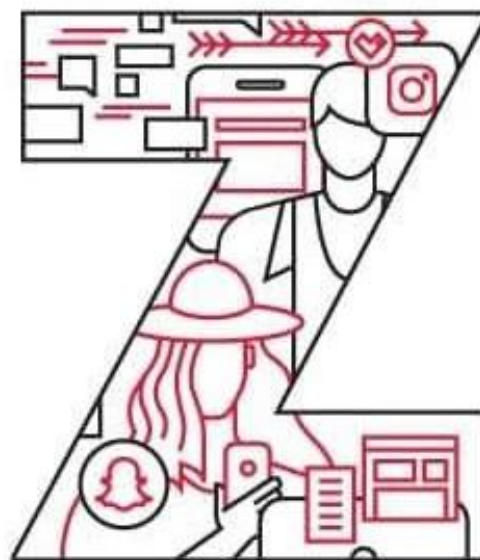
1980

&

1996

B

MOST WERE RAISED BY **BABY BOOMERS**



## GENERATION Z

Born between about

1997

&

2010s

X

MOST WERE RAISED BY **GEN XERS**



GREW UP DURING A **RECESSION**



TEND TO BE **PRAGMATIC**



FOCUSED ON **SAVING MONEY**



MOBILE **NATIVES**




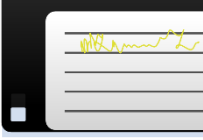
PREFER BRANDS THAT **FEEL AUTHENTIC**



PREFER **SNAPCHAT & INSTAGRAM**

# ULTIMATE

# SHOWDOWN

<b>Millennials (1980-1995)</b>		<b>Generation Z (1965-2014)</b>
	<b>Lena Dunham, Kanye, Michael Phelps</b>	Role Models
	Stereotype they're sick of hearing	<b>Katniss Everdeen, Pewdiepie, Gabby Douglas</b>
<b>They're entitled and need coddling</b>		<b>Learned to swipe on a screen before they learned to speak</b>
	<b>1 in 3 will have a bachelor's or higher</b>	Education
	<b>Collaborative</b>	<b>1 in 2 will have a bachelor's or higher</b>
	<b>Floppy disks</b>	Work Style
	Never heard of	<b>Competitive</b>
<b>Choice overload</b>	Source of stress	<b>Flip phones</b>
	<b>Want to be discovered</b>	Future desire
		<b>Phone separation anxiety</b>
		<b>Work hard for success</b>



# Work Culture

*\*www.forbes.com/christinecomaford*

## Millennials

## Generation Z

Don't just work for a paycheck, they want a <b>purpose</b> (or to make an impact)	<b>Money &amp; job security</b> are their top motivators (Secondly they want to make a difference)
Don't want bosses, they want <b>coaches</b>	Want to be <b>mentored</b> in an environment where they can advance quickly (look their leaders in the eye)
Don't want annual reviews, but <b>ongoing conversations</b>	<b>Desire feedback</b> on an ongoing frequent (daily) basis
Don't want to fix their weaknesses, want to <b>develop their strengths</b>	Want to have <b>tools to win</b> , either through developing weaknesses or strengths
It's not just their job, it's <b>their life</b>	Salary, benefits, and how they can advance is pivotal. <b>DIY</b> (Do It Yourself) generation



Projected to have 13 jobs  
in their lifetime

Projected to have 17 jobs  
in their lifetime





GEN

“Generation Z will be the most religious force in the West and the heart of the missional challenge facing the church.”

Emery White

(Author of Meet Generation Z: Understanding and Reaching the New Post-Christian World)



# Traits of Generation Z

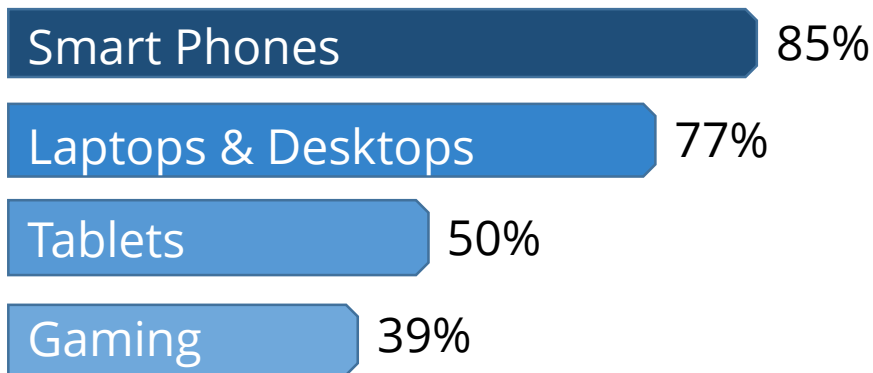
\*Pew Research & TCS Survey



## Digital Natives – (Millennials were only tech savvy)

- Born into the world of social media and Wi-Fi
- Preferred mode of communication is digital

Communicate With:



69% use the internet for a school assignment\*\*



83% shop online\*\*



92% spend 6-9 hours a day absorbing media\*

Social Media Apps Gen Z is Using:



#1 Instagram



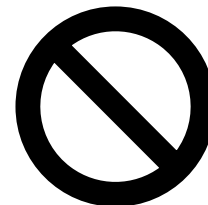
#2 Snapchat



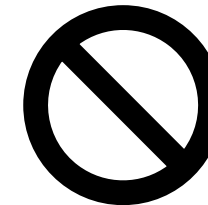
#3 Facebook



#4 Tik Tok



73% have seen porn online before they are 18



24% have "sexted" (sent/received a sexually explicit message)



77% have played a mobile game on their phone

# Traits of Generation Z



## Extremely Diverse

- Women have more lead roles in media
- Friends from a variety of ethnicities
- 1 in 6 marriages are interracial couples

50% of all kids under 5  
are ethnic minorities  
- 2016 US Census



## Justice-Minded

- Terrorist attacks are the norm (trusts the government less)
- Lived through the great recession
- Want to make an impact and are generous givers to charitable organizations



"They're a hopeful  
generation, but realistic"  
- Josh Branum, Family Pastor  
at Faithbridge Church



# Traits of Generation Z



## Independent

- Rebelled against the “millennials stereo type”
- Grew up during the “great recession”

Pro: self-directed and confident

Con: not necessarily equipped with much real-life wisdom and haven't created many boundaries



## Dangers Have Increased:

- Cyber-bullying
- Sexting/porn
- Hooking up
- Hacking
- Scams
- Identity theft

# Communication



# Generation Z: Living in a New World

## Truth is Relative

Right and wrong is determined by the individual/society

## Bible is No Longer Authority

“The Bible told me so” no longer has the weight as it once did

## Gender & Sexuality is Fluid

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



## Post Christian Culture

Little to no acquaintance with the gospel

**37%**

Believe it is NOT possible to know for sure if God is real

**82%**

Say they don't care about sexual orientation

**42%**

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

**4 in 10**

Attend religious services at least 2 times a month

*\*Pew Research & Barna Group*

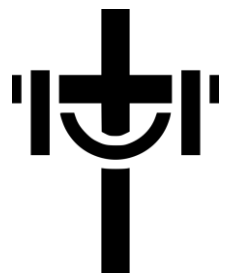
# Traits of Generation Z



## Post-Christian – “Nones” and “Dones”

- Tends to be more Biblically illiterate

Millennials	Generation Z
NONES -39% has no religious affiliation*	NONES – 53% has no religious affiliation*
DONES - 60% (of the 39%) grew up in the church but are now done with it**	DONES – 65% (of the 53%) grew up in the church but are now done with it**
<small>*National Centre for Social Research 2017 **Barna Group 2018</small>	<small>*National Centre for Social Research 2017 **Barna Group 2018</small>



## Open to Spirituality and Faith

- More willing to talk about spiritual matters
- View religious leaders as better role models than celebrities, professional athletes, or politicians\*

“First, they are lost. They are not simply living in and being shaped by a post-Christian cultural context. They do not even have a memory of the gospel. The degree of spiritual illiteracy is simply stunning...”

Emery White

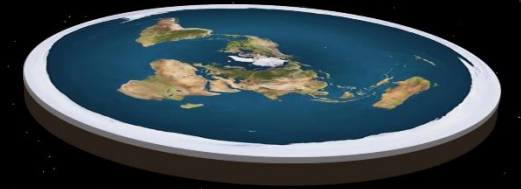
(Author of Meet Generation Z: Understanding and Reaching the New Post-Christian World)



# NEW Values of Millennials & Generation Z

## 1. Experience is more trustworthy than words

- ✓ What I can experience determines reality
- ✓ I trust my feelings over heard facts



## 2. Motivated by relationships not position

- ✓ Knowing the person builds trust, not what the person “knows”
- ✓ Networking will be the NEW priority in leadership

## 3. Want to belong before they believe

- ✓ Need to feel accepted first
- ✓ It's not about belief – that comes and goes – it's about belonging

# New Trend: "Test Drive" Christianity

Driving Force: Emotions & Experience Are More Trustworthy Than Words

1. Want to experience faith (and the Christian community) **before** they believe it  
Church Membership  $\neq$  Connection
2. Desires to see kingdom principles **applied** to "real world" situations before they accept them
3. They see Christianity as a **virtue** rather than a belief\*
  1. Virtue = anything considered morally good or righteous
  2. Belief = accept that something is true or real



*\*Jeff Jones (Chase Oaks Church, Plano TX)*

## Experience That Leads to Truth:

In the same way, let your good deeds shine out for all to see, **so that** everyone will praise your heavenly Father.

Matthew 5:16 NLT

<sup>34</sup>“A new command I give you: Love one another. As I have loved you, so you must love one another. <sup>35</sup>**By this** everyone will know that you are my disciples, if you love one another.”

John 13:35-35 NIV

<sup>12</sup> Be careful to live properly among your unbelieving neighbors. Then even if they accuse you of doing wrong, **they will see** your honorable behavior, and they will give honor to God when he judges the world.

1 Peter 2:12 NLT



If truth is relative... what determines truth?

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

In The Past:



The New Reality



**So What  
Should We  
Do?**

*The harvest is great, but the workers are few. So pray to the Lord who is in charge of the harvest; ask him to send more workers into his fields. Luke 10:2b*

**“This is a crop we haven’t faced before.”**

**– Brent Warkentin (pastor of First MB in Wichita)**



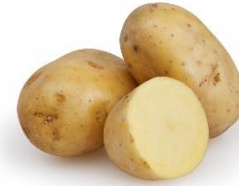
**Red Wheat**



**Corn**



**Soybeans**



**Potatoes**



**Grapes**



**Different crops require different methods**

# The 3 A's of the New Harvest

## Acceptance

- ✓ They should feel warmth, love, respect, and safety FIRST before they even hear the Gospel

## Abide

- ✓ Corporate: Stay close to Jesus (*with our teaching, application, mission*)
- ✓ Individual: Our relationship with Jesus should endure and does not change based on our culture, circumstances, or emotions

## Authenticity\*

- ✓ See us living out our faith in every area of our lives (*on social media, in marriage, in conflict, in private, in community, etc.*)
- ✓ Speak with intellectual humility (*don't make gray things black and white*)

\*Jeff Jones, Chase Oaks Church Plano, TX

# WE NEED TO STOP:

## STOP! Alienating young people

- ✓ Criticize and insult young people
- ✓ Prevent them from key leadership roles
  - ✓ Don't make age (or being married) a hurdle to lead
- ✓ Focusing on a generation's weakness or lack of experience
- ✓ Treating them like "every other adult"
  - ✓ They think different, believe different, want different things
  - ✓ Find the balance between catering and challenging them
- ✓ Becoming fake (or inauthentic) to try to attract them
  - ✓ Embrace what you don't know and continue learning

"This angry generation that says they are going to start a movement should really learn to start a lawn mower first."  
- Anonymous Pastor on Twitter

“First, they are lost. They are not simply living in and being shaped by a post-Christian cultural context. They do not even have a memory of the gospel. The degree of spiritual illiteracy is simply stunning...

Emery White

(Author of Meet Generation Z: Understanding and Reaching the New Post-Christian World)



# (Next Week: Diving Deeper)

Worldview is post-Christian  
Believe truth is relative

Entrepreneurial spirit (natural  
problem solvers)

Interconnected (social media)  
Emotionally stunted and lack  
grit and resilience

Given privileges without  
responsibility\*

Accessibility without  
Accountability\*

Filled with anxiety and  
depression



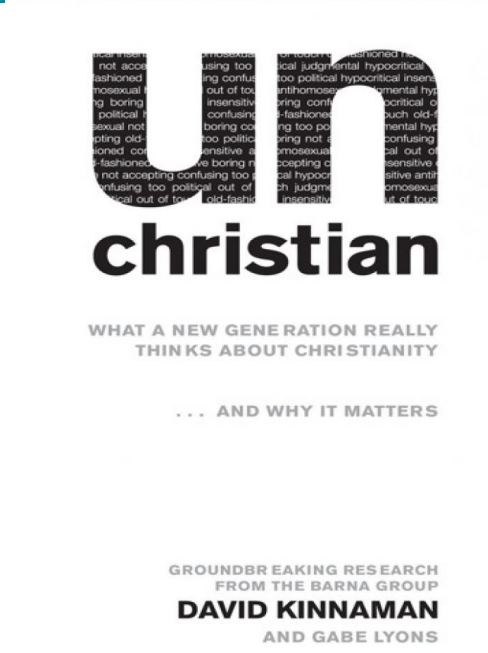
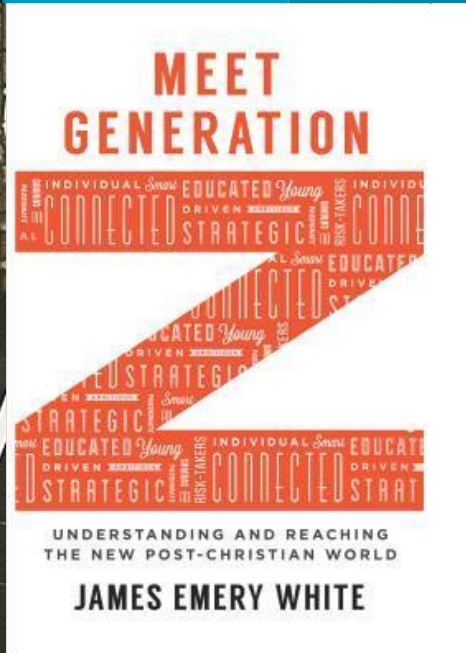
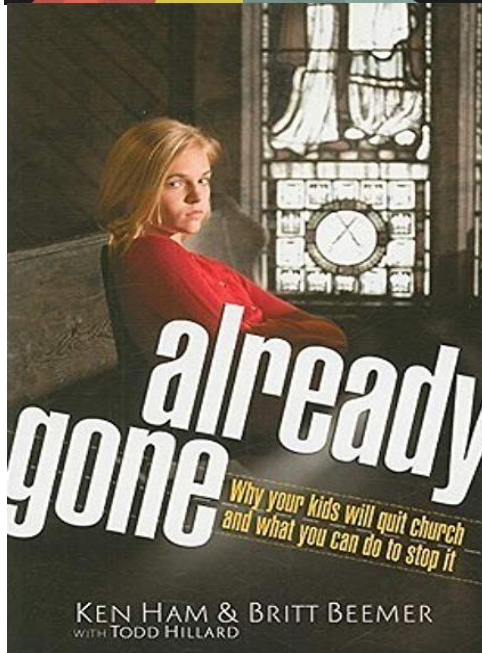
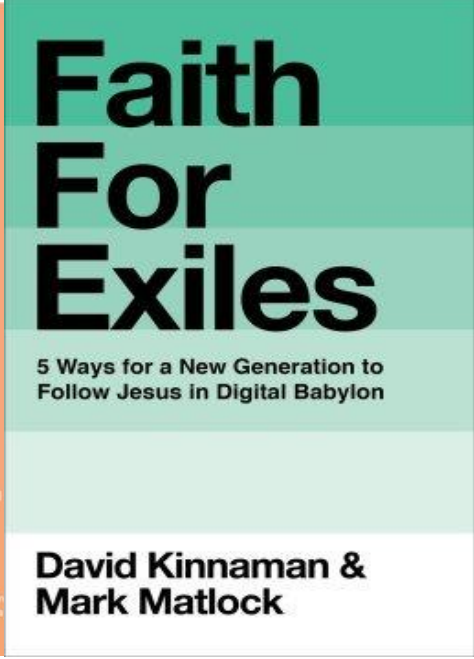
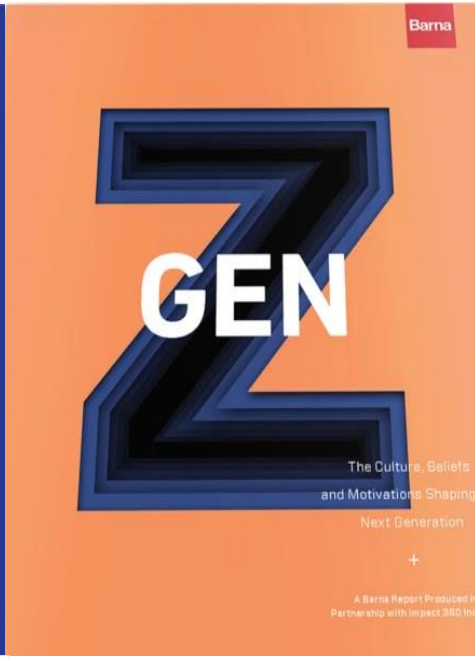
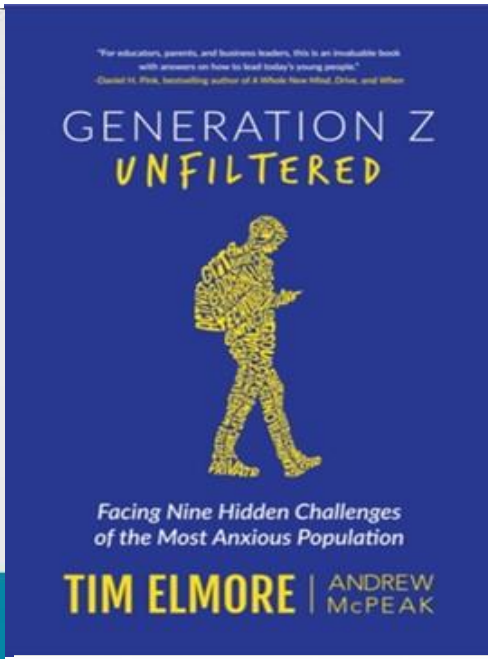
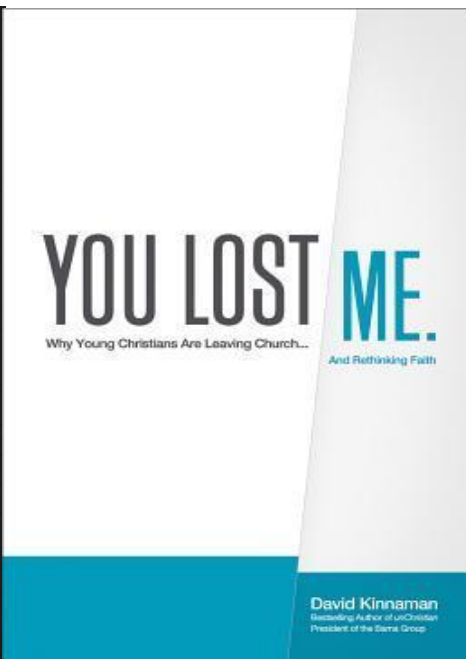
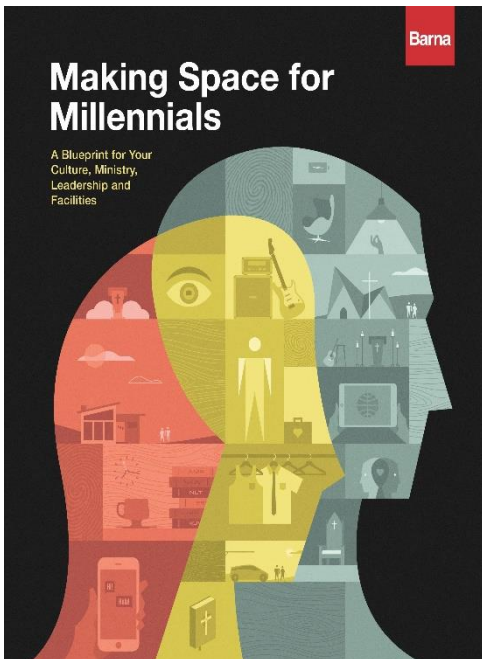
Super multi-taskers  
Extremely educated  
Fiscally conservative  
Socially concerned with the  
world's problems

Desires authenticity over  
popularity

Open to spirituality more than  
any generation before

**Generation Z**

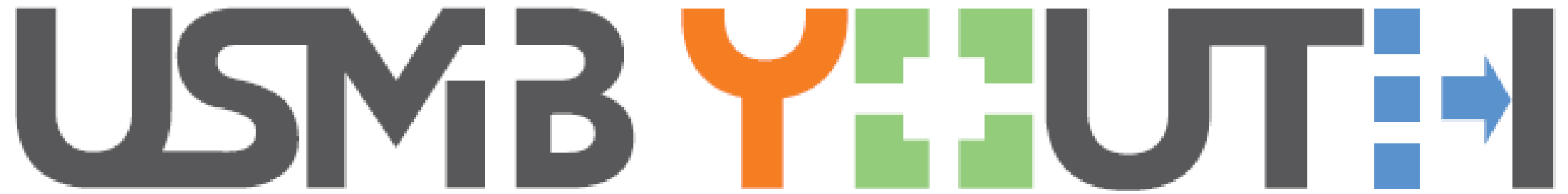
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## Websites:

- [Youtube.com/prochurchtools](https://www.youtube.com/prochurchtools)
- [Pewresearch.org](https://www.pewresearch.org)
- [Visioncritical.com/resources](https://www.visioncritical.com/resources)
- [Downloadyouthministry.com](https://www.downloadyouthministry.com)
- [Factsandtrends.net](https://www.factsandtrends.net)
- [Zerocater.com/generation-z](https://www.zerocater.com/generation-z)
- [Thetruthsource.org](https://www.thetruthsource.org)
- [Barna.org](https://www.barna.org)





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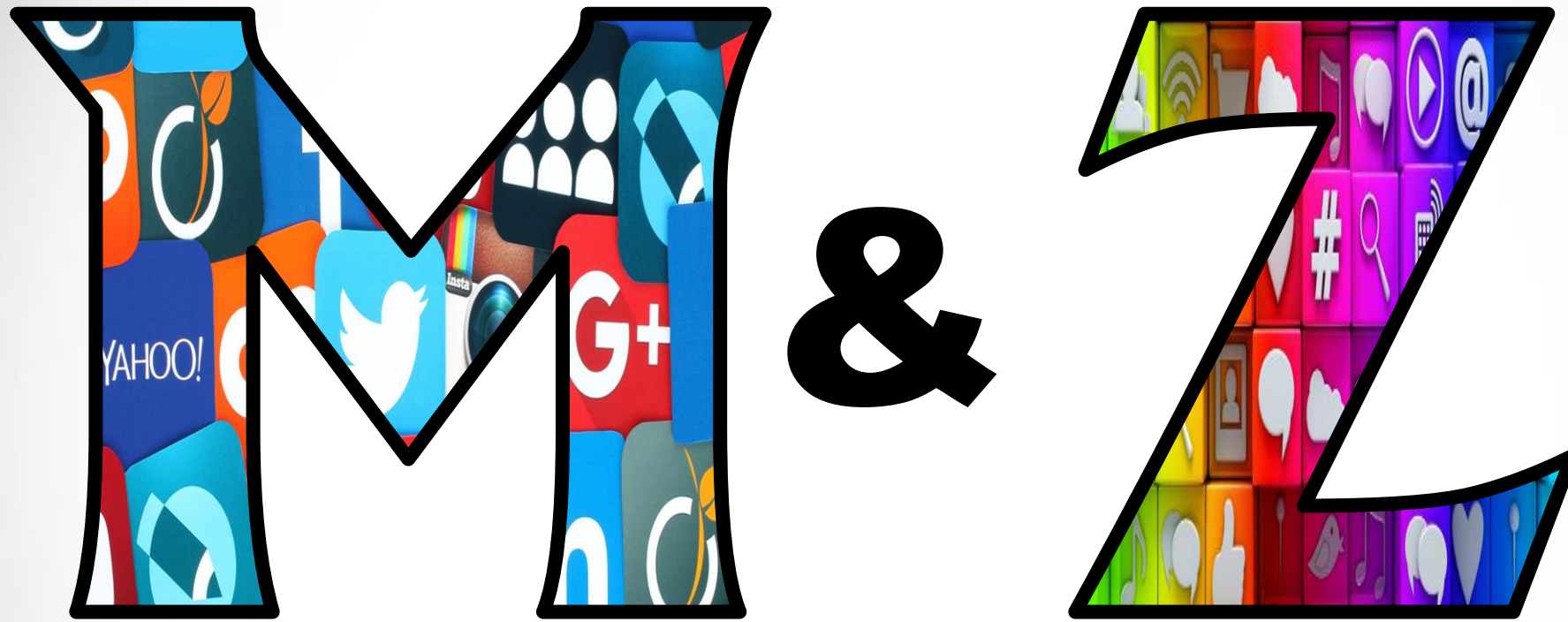
# Resources on Millennials & Gen Z

## Books

- Gen Z by Barna
- The State of Youth Ministry by Barna
- Already Gone by Ken Ham & Britt Beemer
- Faith for Exiles by David Kinnaman & Mark Matlock
- Meet Generation Z by Emery White
- Generation Z Unfiltered by Tim Elmore
- You lost me by David Kinnaman
- Unchristian by David Kinnaman

## Websites

- [Factsandtrends.net](http://Factsandtrends.net)
- [Zerocater.com/generation-z](http://Zerocater.com/generation-z)
- [Thetruthsource.org](http://Thetruthsource.org)
- [Barna.org](http://Barna.org)
- [Youtube.com/prochurchtools](http://Youtube.com/prochurchtools)
- [Pewresearch.org](http://Pewresearch.org)
- [Visioncritical.com/resources](http://Visioncritical.com/resources)
- [Downloadyouthministry.com](http://Downloadyouthministry.com)



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A Crossroads of Change**