

A hand-drawn word 'FORMED' in blue ink on graph paper. The letters are blocky and outlined. Below it, the words 'Leadership & Formation' are written in a cursive script. A pencil and a compass are visible at the bottom of the page.

FORMED

Leadership & Formation

# **Augustine Institute Webinars**

***Sharing the Gospel with Teens with Jim Beckman***

# Understanding Today's Teens

## Category

### Builders

Born: 1925-1945



We prefer proper English if you please

### Baby Boomers

Born: 1946-1964



Be cool  
Peace Groovy  
Way out

### Generation X

Born: 1965-1979



Dude Ace  
Rad As if  
Wicked

### Generation Y

Born: 1980-1994



Bling Funky  
Doh Foshizz  
Whassup?

### Generation Z

Born: 1995-2009



lit Fam  
GOAT Slay  
Yass queen

### Gen Alpha

Born: 2010-2024



lit yeet  
hundo oof  
rn idrc

## Slang terms

## Social markers

World War II  
1939-1945

Moon landing  
1969

Stock market crash  
1987

September 11  
2001

GFC  
2008

COVID-19  
2020

## Iconic cars



Model T Ford  
Final, 1927



Ford Mustang  
1964



Holden Commodore  
1978



Toyota Prius  
1997



Tesla Model S  
2012



Autonomous vehicles  
2020s

## Iconic toys



Roller skates



Frisbee



Rubix cube



BMX bike



Folding scooter



Fidget spinner

## Music devices



Record player  
LP, 1948



Audio cassette  
1962



Walkman  
1979



iPod  
2001

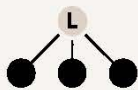


Spotify  
2008

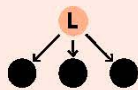


Smart speakers  
Now

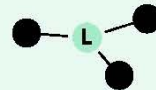
## Leadership style



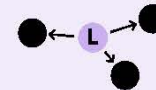
Controlling



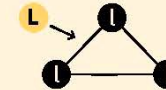
Directing



Coordinating



Guiding



Empowering



Inspiring

## Ideal leader

Commander

Thinker

Doer

Supporter

Collaborator

Co-creator

## Learning style

Formal

Structured

Participative

Interactive

Multi-modal

Virtual

## Influence Advice

Officials

Experts

Practitioners

Peers

Forums

Chatbots

## Marketing

Print (traditional)

Broadcast (mass)

Direct (targeted)

Online (linked)

Digital (social)

In situ (real-time)

Baby Boomers

Generation X

Generation Y

**Generation Z**

Generation Alpha

1950 1960 1970 1980 1990 2000 2010 2020

### Used to learn new skills (daily)



48%

TikTok



46%

Instagram



42%

YouTube

### Words used to describe themselves



51%

Independent



48%

Determined



46%

Creative

### Qualities valued in a leader



58%

Approachable



57%

Clear communication



57%

Empathy

### Most important when considering a new job



75%

Accessible and approachable leadership



69%

Learning and development opportunities



67%

Career progression opportunities

# Gen Z

Born 1995-2009



### Top hopes

- 1 Own my own home 63%
- 2 Have full financial freedom and independence 59%
- 3 Travel and see the world 59%

### Top fears

- 1 I won't have enough money to live comfortably 58%
- 2 Never being able to buy my own home 47%
- 3 Being stuck in a job that I don't enjoy or find fulfillment in 46%

### Influential movies



Harry Potter



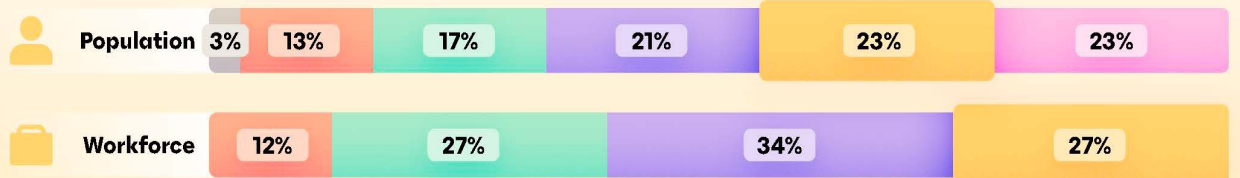
Shrek



Toy Story

### Global population and workforce %

Builders Boomers X Y Z Alpha



Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950 1960 1970 1980 1990 2000 2010 2020

# Gen Alpha

Born 2010-2024



### Labels

- The Alphas
- Generation glass
- Upagers
- Multi-modals
- Global Gen

### Weekly births

# 2,586,000

Generation Alphas born globally each week

### Top countries of birth



### Future size & economic footprint

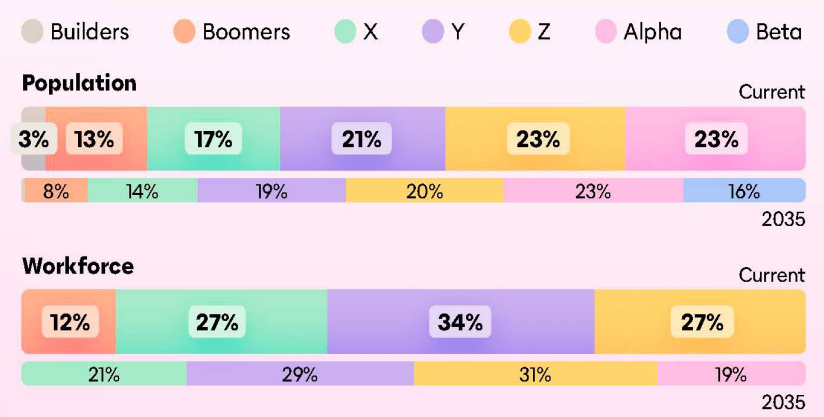
Once they've all been born they will number more than 2 billion, the largest generation in the history of the world.

# 2,000,000,000

By 2029, Generation Alpha's economic footprint will reach more than US\$5.46 trillion.

# \$5,460,000,000

### Global population and workforce %



### Incoming technology



- iPad
- Instagram
- Siri
- GoPro HERO3
- 3D printers
- Google glass
- Apple watch
- Tesla Powerwall
- Fortnite
- Smart speakers
- AirPods
- 5G
- Biometrics
- Quantum computing
- ChatGPT
- Autonomous vehicles

### Timeline

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

### Outgoing technology



- Myspace
- Street directory
- Pager
- MP3 player
- Blackberry
- Fax machine
- Landline phone
- CD/DVD
- GPS unit
- Car key - ignition
- Textbooks
- Desktop computer
- Credit cards
- Wallet
- Analogue watch

### Milestones



### New jobs

- Cybersecurity specialist
- UX manager
- Drone pilot
- Blockchain developer
- Data designer
- Virtual reality engineer
- Robotics mechanic
- Sleep technician
- Sustainability officer
- Driverless train operator
- Wellbeing manager
- AI specialist
- Life simplifier
- Urban farmer
- Space tourism agent

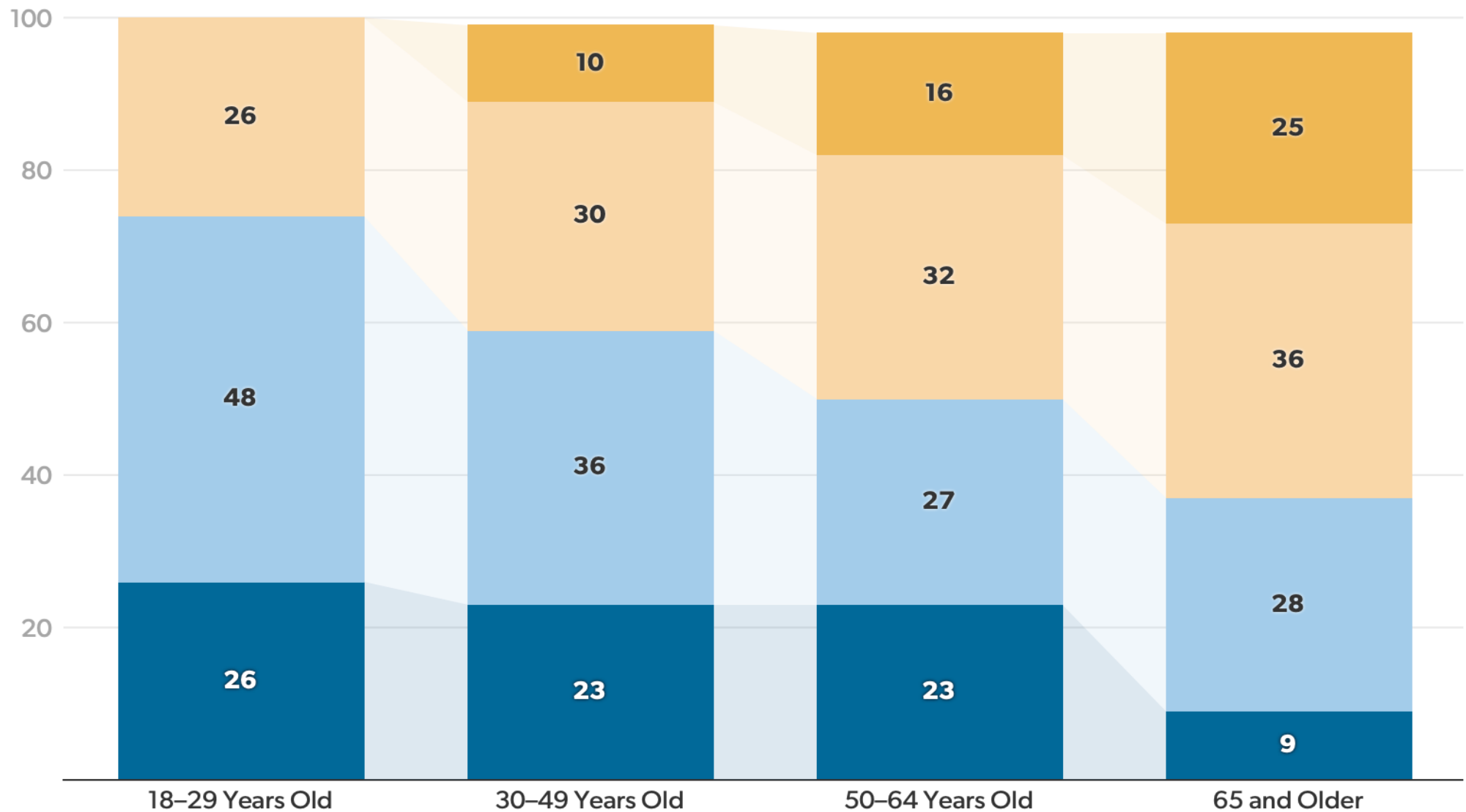
# **Unique Challenges Teens Are Facing**

- **Rising “Disaffiliation”**
- **Instability – families, financial, social/cultural, religious, political**
- **Rising Mental Health & Emotional Needs**
- **Social Media – Peer Pressure “on Steroids”**
- **Academic Issues – ever-shifting goal posts**
- **Information Overload (from many of the wrong sources!)**
- **Isolation – social media, streaming platforms, etc.**
- **Health Issues – obesity, chronic illness, hygiene, etc.**
- **Substance Abuse – alcohol, marijuana, stronger drugs, etc.**
- **Violence – school shootings, on-screen violence, explicit violence, etc.**
- **Sexual Activity – driven by social media, online access, “shattered boundaries”, etc.**

# Younger Americans Are Disaffiliating Earlier than Older Americans

Percentage of Americans by age group who report leaving their childhood religion at the age of . . .

■ Age 12 or Younger ■ Between 13 and 17 ■ Between 18 and 29 ■ Age 30 or Older



# The Great Silver Lining!

- Lack of Connection ➤ Encounter
- Lack of Intimacy ➤ Relationship
- Moral Relativists ➤ Truth
- Entitled ➤ Dignity
- Culture of Death ➤ Culture of Life

# Leading Teens

## Getting Through

- **MEET** them where they're at
- Reconnect them with **STORY**
- **INVITE** them to conversion
- Engage them in **RELATIONSHIP**
- Give them **PURPOSE** and **MEANING**
- **MENTOR** them
- **EMPOWER** them to live as disciples
- **WALK** with them
- **FOSTER** spiritual growth



# Healthy & Trusting Ministry with Youth

- SAFE and HEALTHY
- Yet not “anemic” to RELATIONSHIP
- Recognizing limitations
  - NOT a counselor, a parent, or a peer
- The power of PARENTS
  - Have to “leverage” that power

# Resources for Ministry with Youth

- The Search Begins
- FORMED
- YDisciple
- FOCUS
- And many more . . .
- YOU are the greatest resource!

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