

## The World of Gen Z

# Executive Preface



Paul talks about a “zeal for God” but a “knowledgeable zeal.” Gen Z (8-22 year olds), are not mini millennials. Believe me they are different.

Understanding the differences will equip pastors, parents and business men and women to so much better impact the largest generation in the history of America.

**BUSINESSES** need to understand Gen Z because they will be working for you. How do you manage them? How do you see them become team players and productive.

**PASTORS** need to know and understand their audience or their message will often be rejected. How do you incorporate them into the church life?

**PARENTS** need to grasp the uniqueness of their children raised in a tech culture to comprehend their thinking and behavior.