

Generation Part 1

Highlights

- The mark of a great business is one that can stand the test of time and move through different generations.
- Churches are often founded and designed for the generation that it was founded in. And as soon as that generation dies, so does the church.
- We are seeing the world rapidly change - noticeably different in the last ten years and we are trying to wrestle through and make sense of the changes we are seeing in the world, and the times that we live in now.
- It is the responsibility of every generation to reach their generation with the Gospel of Jesus Christ – Jack Wyrzten
- Pretend you were a missionary: you would need to study the culture in order to know how to reach them with the Gospel.
- **Our Mission Field:** We must immerse ourselves in an attempt to know how they think and why they think the way they do.
- The generational transition (pendulum) “ME” and “WE”
- 40 year in between to swing between the 2
- **ME:** unique, special, possessing unlimited potential
 - One man is wiser than a million
 - Desire to achieve a better life
 - Big Dreams
 - Number One “I came, I saw, I conquered”
 - Believes Leadership is “Look at me. Admire me, Emulate me if you can”
 - Strong dominant heroes
 - Ex: James Bond, Clint Eastwood.
 - Going to the Moon
- **WE:** the group, the collective, the tribe, the collective
 - Believes a million men are wiser than one man
 - Wants to create a better world

- Is about small actions
- Desires to be productive member of the team: “I came, I saw, I concurred”
- Admires individual humility and is attracted to thoughtful persons
- Believes leadership is: “This is the problem as I see it. Please consider the things I am telling you and perhaps we can solves this problem together”
- Strengths a society’s sense of purpose as it considers all its problems
- Pendulum: 80 year full cycle
- ME Generations:
 - Builders: 1925-1945 (12.5%)
 - Baby Boomers: 1946-1964 (21%)
 - Gen X: 1965-1979 (17%)
- WE Generations:
 - Gen Y: 1980- 1994 (21%)
 - Gen Z: 1995-2009 (22%)
 - Gen Alpha: 2010 - ? (6.5%)

Resource: "Pendulum" by Roy Williams

Take Away

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