



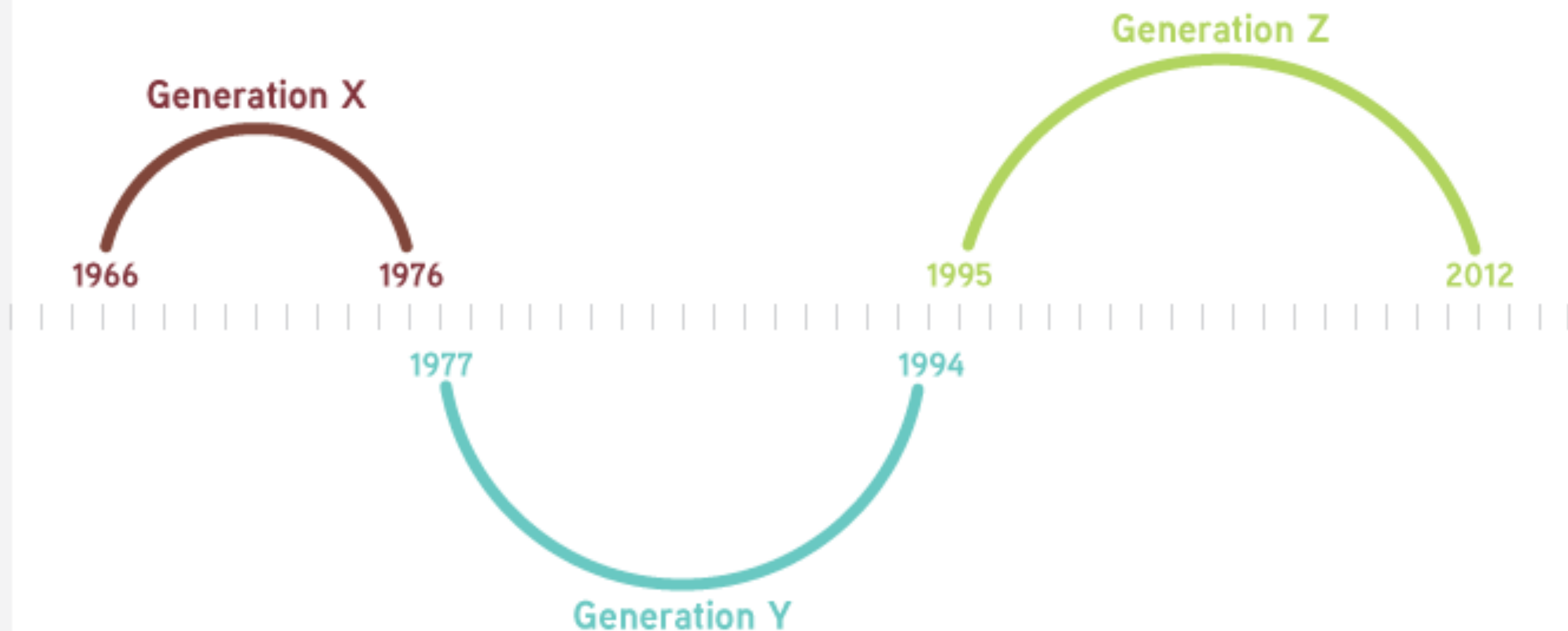
Dez Johnston

Alpha Scotland Director

@fatguytryingtogettoheaven

How do we reach Gen Z?

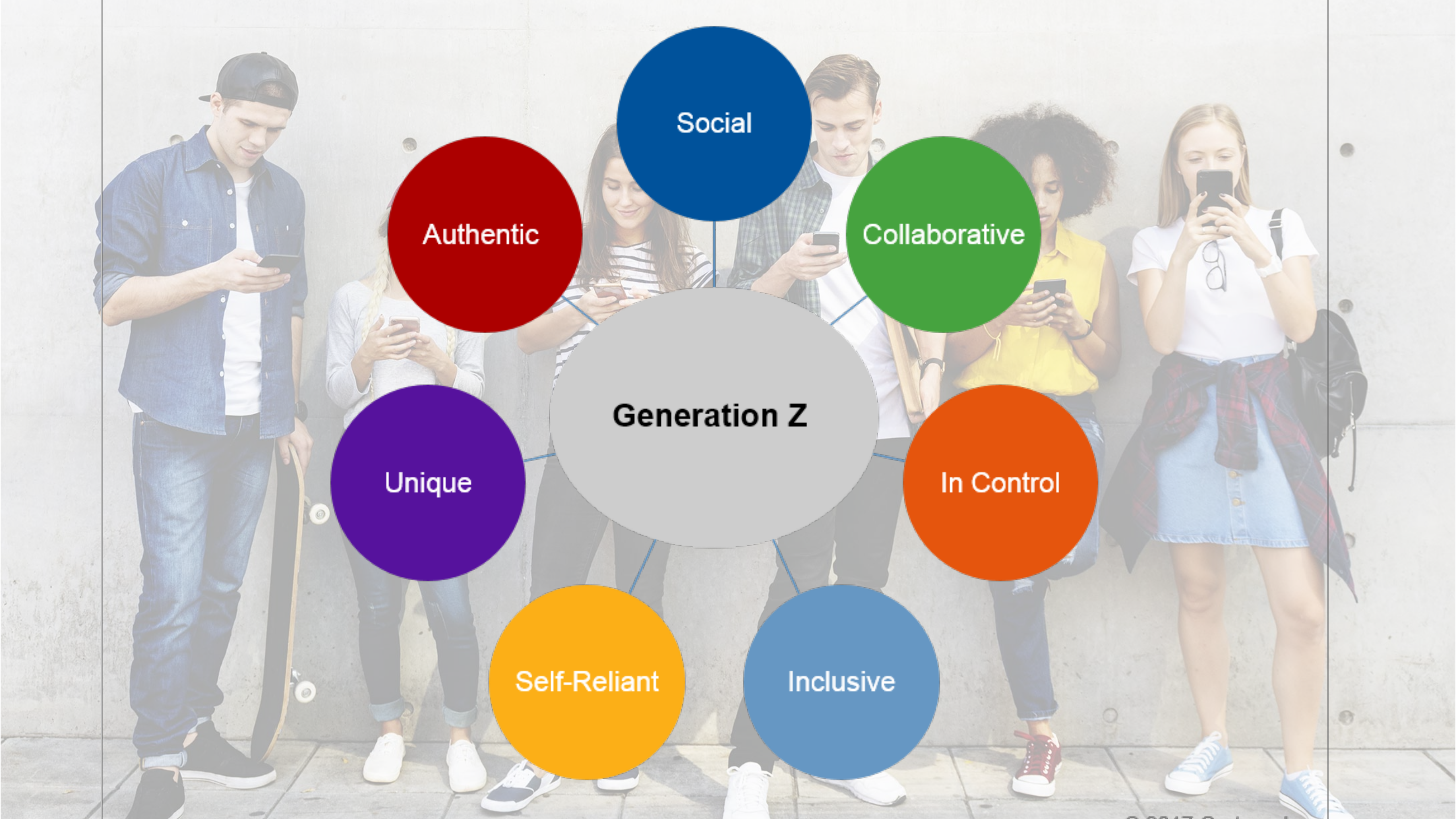




GENERATION
X

GENERATION
Y

GENERATION
Z



Social

Authentic

Collaborative

Generation Z

In Control

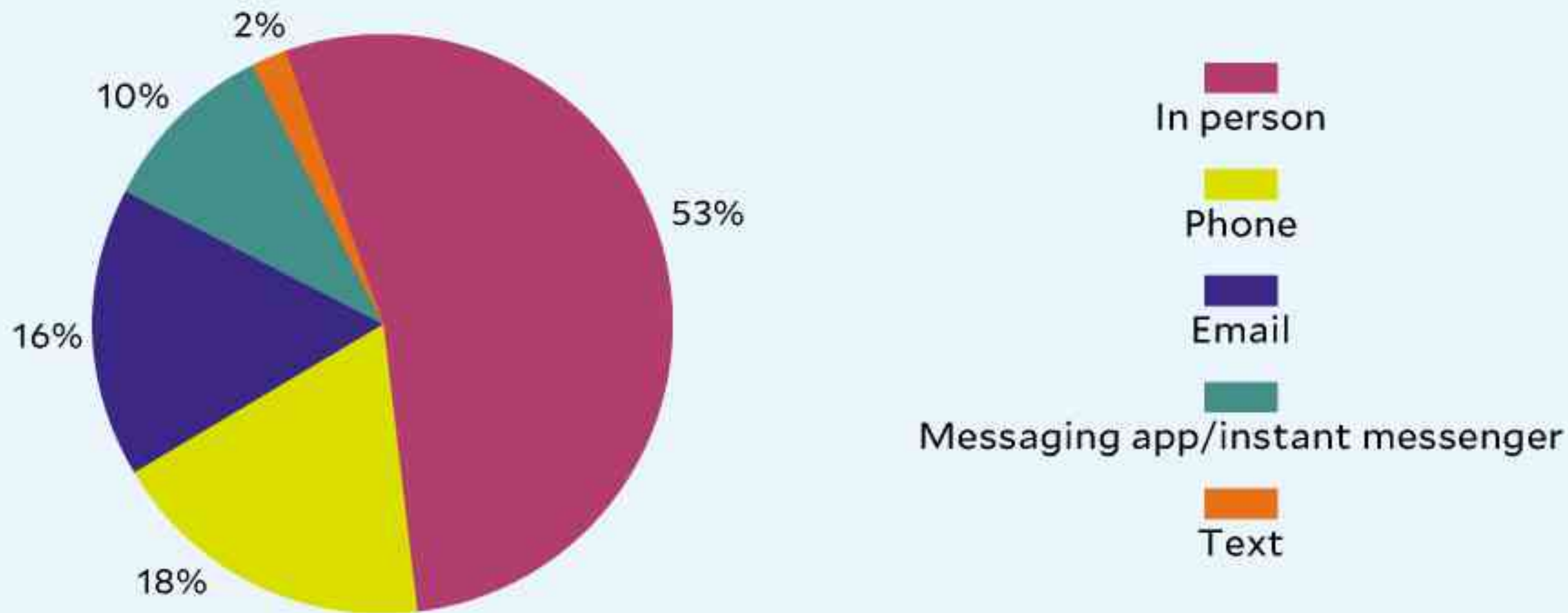
Inclusive

Self-Reliant

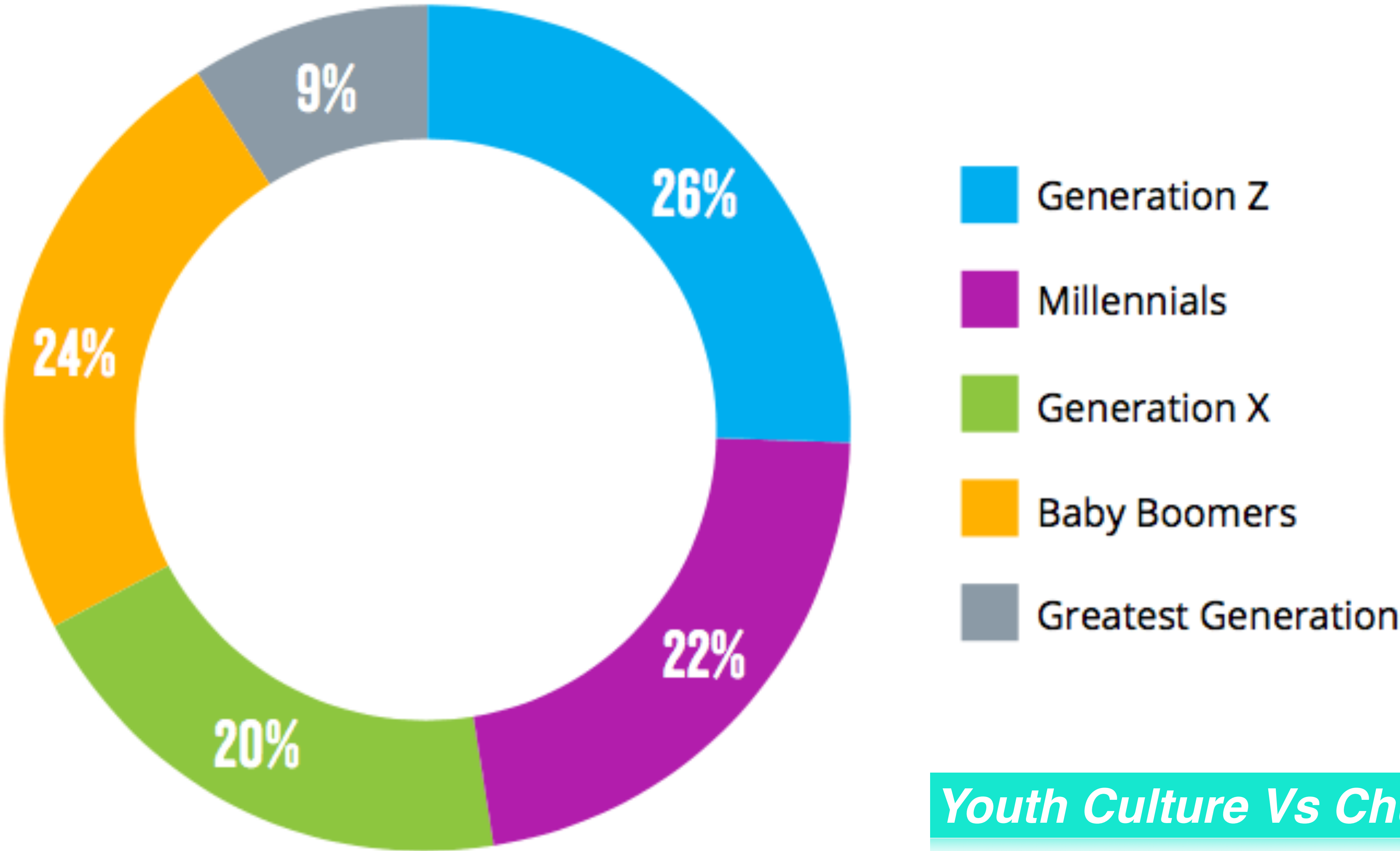
Unique

GEN Z PREFERS TALKING TO COWORKERS IN PERSON

What would be your preferred way to communicate with a colleague or supervisor?



GENERATIONAL COMPOSITION



Youth Culture Vs Church Culture