

Hot Topics: Gen Z - Episode 429

What's *really* going on with Gen Z?

Gen Z is the most engaged generation right now: Research shows that they are going to church more than anyone else.

However, their questions, their expectations and how they explore belief are unlike any other generation, leaving church leaders feeling puzzled.

What's resonating with Gen Z? What's falling flat? How should church leaders respond with wisdom, humility and hope?

In this episode, Amy interviews Chris Allen, Executive Pastor of CenterPoint Church in Orem, Utah, about the misconceptions of reaching Gen Z, how CenterPoint is approaching Gen Z's interest in church and some best practices for connecting with Gen Z.

Key Quotes

- "New research shows that Gen Z and Millennials are now the most frequent churchgoers."
- "Gen Z is being described as spiritually curious because they've seen everything else fall short."
- "It's crucial we approach this conversation more as eyewitnesses than experts."
- "Gen Z doesn't want surface-level friendliness. They don't want to feel like they're part of an algorithmic program."
- "Gen Z definitely has zero tolerance for anything but authenticity."
- "Instead of churches having to answer the question, "Are you relevant?" Gen Z wants to know, "Are you real?"
- "Gen X and Boomers out there, you're not done. This is your moment to invest because they're asking for you."
- "The truth is Gen Z does not want a separate lane. They want to belong to the full church."

Self-Assessment: How Are We Doing?

Invite Gen Z into this conversation; see what unique insights they can bring to the table as you seek to minister to their generation.

1. What are we learning about those in Gen Z who are also in our community? How are we preparing for the short-term future based on what we've learned?
2. How are we enabling our older generations to mentor those in Gen Z? What's working and what's not working?
3. If authenticity is of the utmost importance to Gen Z, how would we rate our own authenticity on a red/yellow/green scale? And how can we increase it?

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