

# Reaching Gen Z

*How to Understand and Reach the Open Generation*

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MY MESSAGE AND MY PREACHING WERE NOT WITH WISE AND PERSUASIVE WORDS, BUT WITH A DEMONSTRATION OF THE SPIRIT'S POWER, SO THAT YOUR FAITH MIGHT NOT REST ON HUMAN WISDOM, BUT ON GOD'S POWER. 1  
**CORINTHIANS 2:4-5**

## Key Takeaways

### The studies show that Gen Z...

- **Are Incredibly Open** (*Let's create spaces for curiosity and encounters with Jesus*)
- **Want to be Known and Heard** (*Let's create spaces for conversation and listen without judgement*)
- **Are Relational** (*Let's teach the Bible in the context of connection and community*)
- **Are Practical** (*Let's teach the Bible in the context of real-life issues they are facing*)
- **Are Impact-Oriented** (*Let's give them opportunities to lead and mentor them along the way*)
- **Are Ambitious** (*Let's help to shape their expectations and priorities in life through mentoring and vocational discipleship*)

## Resources

- **The Barna Group** have a range of studies/articles about Gen Z and how they approach the gospel. There are some interesting findings throughout [their website](#).
- **The 2023 Church Life Survey website** will give you a great look into what congregations most value throughout NZ.

## Application

- PRAY.
- Start with 1 aspect of change to implement.
- Give Alpha Youth a go in your church/context.