

Growth Points

with Gary L. McIntosh, Ph.D.

Volume 22 Issue 10

PO Box 892589, Temecula, CA 92589-2589

October 2010

The Net Generation

Rather than calling them the Gen Y or Millennial Generation, a better moniker may be the Net Generation. The first generation raised in a digital world, Net Geners were born between 1977 and 1997. This generation is between 13 and 33 years of age, and represents around 26% of the US population, or about 80 million people.

Their formative years have been mainly the 1990s through the 2000s, but they will continue to be shaped by coming events for the next decade.

“They have a need for speed and expect leaders to make decisions quickly.”

—Gary L. McIntosh

To date, the major influences in their lives have been technology—particularly the Internet—post-modern world views, a wide variety of music, the existence of diversity in all walks of life, a struggling economy, and fear of terrorist attacks.

These formative experiences have created a generational personality that is entrepreneurial, fragmented, diverse, tolerant, group reliant, and extremely tech-oriented and interactive.

As examples of these characteristics, only 17% of Net Gens watch television compared to 22% of boomers at the same age. World wide only 48% get their news from radio compared to 62% of boomers, while 22% look to the Internet for news compared to 11% of boomers.

The major characteristics of the Net Gen are as follows:

- They are highly entrepreneurial with some members having started Internet businesses when they were in elementary school.
- They are committed to the group, and build community through social networking sites.

- They look for integrity and openness in their leaders, and will not follow others who appear to be secretive.

- They desire collaboration on matters of importance, such as starting new programs or ministries.

- They desire freedom and control over their work, and resist being micromanaged.

- They like to combine entertainment, play, and interactivity in their work.

- They have a need for speed, and appreciate leaders who make decisions quickly.

- They are tolerant of diversity, and expect diversity to be modeled where they work or serve.

**For information on scheduling
Dr. Gary L. McIntosh**

call toll free . . .
1-877-506-3086

e-mail . . .
cgnet@earthlink.net

write . . .
PO Box 892589
Temecula, CA 92589

Make sure your web site works!

Net Geners look for churches that are transparent.

Challenge

The generational challenge is not so much of a generation gap, as it is a technological gap. Consider that throughout most of our history new technology was first sold to parents who then taught their children how to use the new products. Parents taught children how to use the telephone, television, and electric typewriters. However, this trend has been reversed with the Net Gens now teaching their parents and grandparents how to use computers, ipods, cell phones, video games, and the Internet. America's newest generation to come of age just seems to adapt to new technology as fish adapt to water.

Churches that seek to reach this newest generation will have to embrace technology as never before. As a minimum develop a . . .

- **Web Site:** The first visit of a Net Gen to your church will be through the Internet, not through your front door. If your church does not have a web site, you will attract very few members of this generation because your church will be invisible to them. Members of the Net Gen do not look for churches in the Yellow Pages, but over the Internet.

- **A Web Site that Works:** Having an up-to-date site that works is a must in today's high tech environment. The only thing that is worse than having no presence on the web is having a site that does not work, or that is out of date. Hire some young guns—people 30 years of age or younger—to redo your web site so that it works and looks right for this generation.

- **Social Network:** Organize your church community in a social network, such as Facebook. Fellowship, communication, and a sense of community will be enhanced using this media form.

- **Email:** Communicate church business, announcements, and news via e-mail. Develop different email networks for each group in your church.

Reaching Net Gens

Reaching Net Gens for Christ will take ministry that is . . .

- **Transparent:** Net Gens look for churches and ministries that are open to scrutiny.

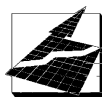
- **Integrity:** Net Gens want leaders who demonstrate high integrity by being honest, open, and personally transparent.

- **Collaboration:** Net Gens desire collaboration in a team ministry environment where they can take part in designing programs. They will not take part in ministry that is designed for them but without them.

- **Speed:** Net Gens seek instant gratification, and want leaders who make up their minds quickly. They get instant responses on the Internet and look for the same at church.

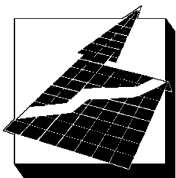
- **Innovation:** This may be the hallmark of the Net Gens. They are willing to design new ways of doing ministry, and desire a church that is creative and open to change.

How many Net Gens do you have in your church? How effective are you at reaching them for Christ? What do you need to change?



Gary L. McIntosh, D.Min., Ph.D. is
President of the Church Growth Network
For information about training workshops,
seminars, and church consultations
call 951-506-3086.

Growth Points is published twelve times a year. The subscription price is \$16 (Bank or World Money Order) per year. Permission is granted for use in a local church. For other reprint usage, advance permission must be obtained. Formerly published under the title *Church Growth Network*. Copyrighted 2010 ISSN 1520-5096



New Book by Dr. McIntosh

Ministry Insights for Church Leaders

P.O. Box 892589 Temecula, CA 92589-2589

www.churchgrowthnetwork.com

HERE TODAY, THERE TOMORROW

Church leaders are frustrated! Larger churches are bogged down by the weight of their own organizations, and smaller churches struggle with an inability to "get things moving." Medium-sized churches tend to get tangled up in their programming. Pastors and church leaders across the country are in the same plight. As a result, their churches stagnate.

Veteran leadership expert Gary L. McIntosh provides help to leaders of churches, regardless of size, who struggle to create workable plans to move their congregations forward. This book identifies the "best practices" on how to assess the unique identity of a church and design a plan for its future. This book is a primer for church leaders who desire to lead their churches in practical planning that does not become so complicated nothing gets done.

Loaded with case studies, resources, and chapter-by-chapter action plans, this practical resource contains everything a pastor needs to understand the planning process; identify a church's mission, values, and goals; and put it all together in a plan that works in that local setting.

What Others Are Saying

"This is one of the finest books I have read on the subject of developing a master plan for a local church. Each chapter contains outstanding ideas and practical ways to develop and implement strategies to make your church meet the challenge of our constantly changing culture. This is a book that I believe will be

widely used through churches that desire to grow and expand to the glory of God."

—Stephen Babby, District Superintendent

"If you are a pastor or lay leader, then Gary's book will help direct your church to a new future. It is very practical and easy to understand."

—Dr. Doug Talley, Executive Pastor



"Gary L. McIntosh has written a book to help local churches plan for the future. Anyone dealing with the future of the local church must read this book and plan accordingly."

—Dr. Elmer Towns

Why not order your copy today? Better yet, order a copy for every member of your board and use *Here Today, There Tomorrow* as a study guide for your church this year.

Order today by calling toll free

1-877-506-3086

Yes, send me _____ copies of
Here Today, There Tomorrow at \$14.99 or
\$19.99 outside USA (U.S. Funds/Bank)
plus S/H of \$4.50 for the USA and \$5.50
outside the USA. CA residents add 8.75% tax.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Visa or MC #: _____

Exp: _____ / _____ 3-digit code: _____

Signature: _____