

Understanding Generation Alpha:

Alpha Canada
Wednesday 22 November 2023

Mark McCrindle



Change Change. Change. Change

Change Change. Change. Change

Change Change. Change. Change

Change Change. Change. Change

Change Change. Change. Change

Change Change. Change. Change

Change Change. Change. Change

Change fatigue

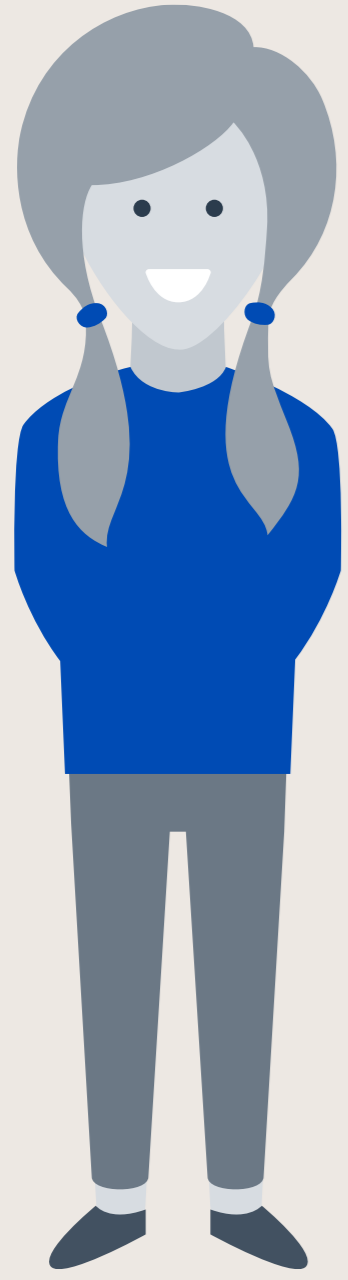


Change apathy



The LORD is my rock, my fortress
and my deliverer; my God is my rock, in whom I
take refuge, my shield and the horn of my
salvation, my stronghold.

Psalm 18:2



Children of the Millennials

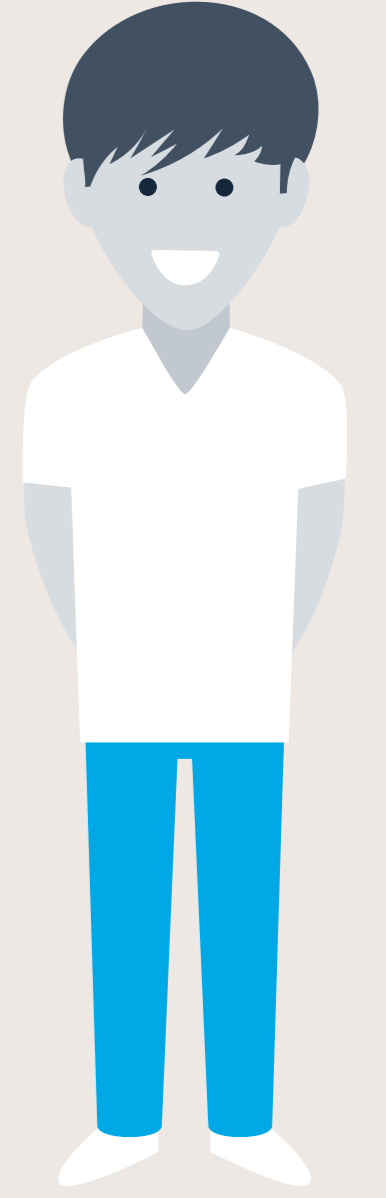


Older siblings to Generation Beta



Born 2010-2024

Younger siblings to Generation Z



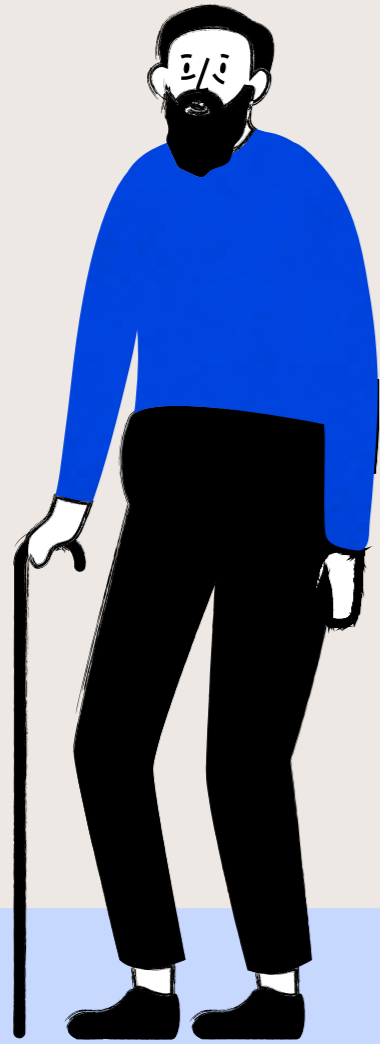
2.7mil births every week



Transitioning generations



The six generations



Builders

Born: 1925-1945

Age: 78+



Boomers

Born: 1946-1964

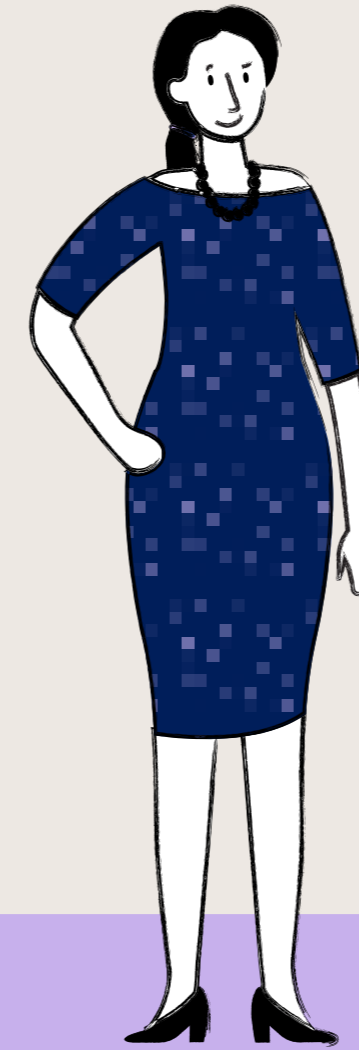
Age: 59-77



Generation X

Born: 1965-1979

Age: 44-58



Generation Y

Born: 1980-1994

Age: 29-43



Generation Z

Born: 1995-2009

Age: 14-28



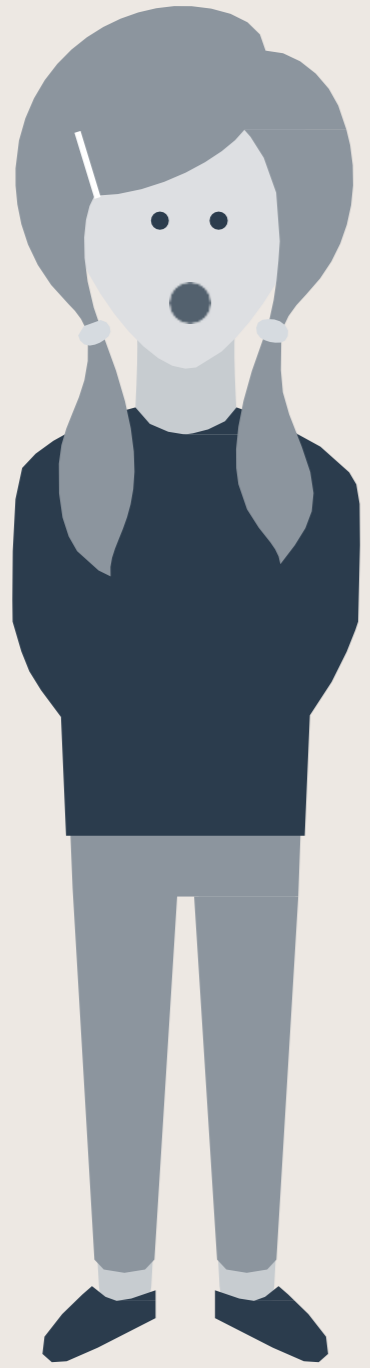
Gen Alpha

Born: 2010-2024

Age: under 13

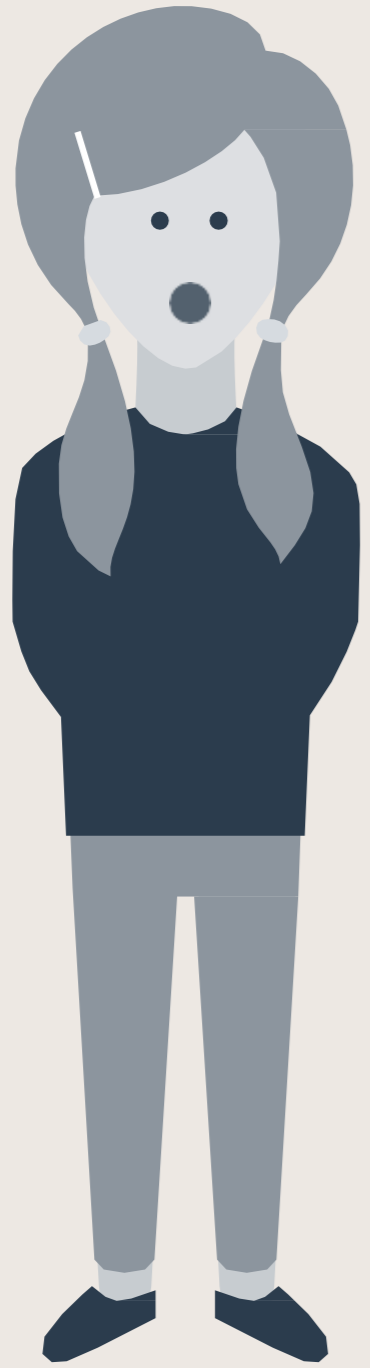
We will tell the next generation
the praiseworthy deeds of the Lord,
his power, and the wonders he has done.
...so the next generation would know them,
even the children yet to be born,
and they in turn would tell their children.
Then they would put their trust in God
and would not forget his deeds
but would keep his commands.

Psalm 78:4-7

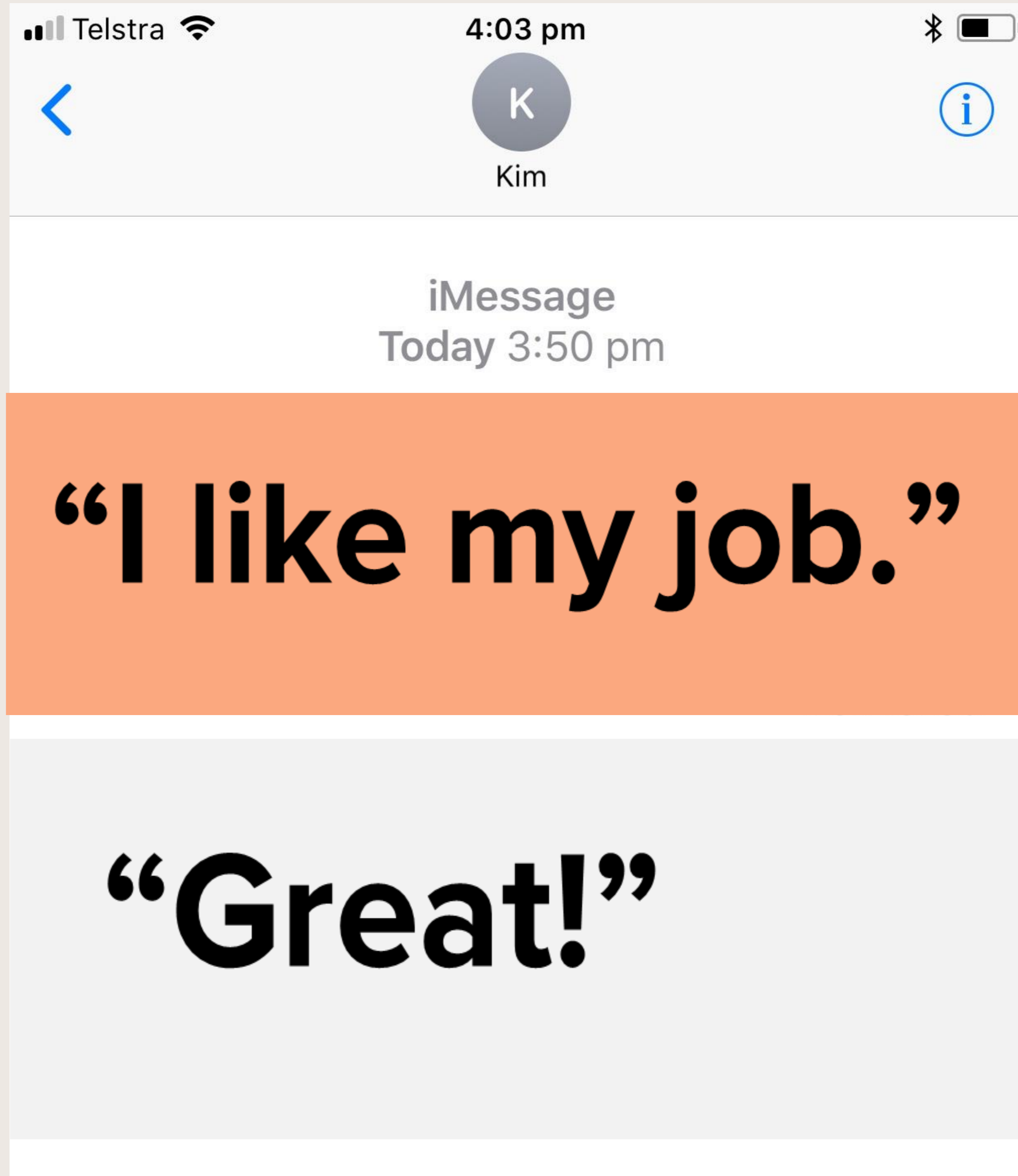


Gen Z
Age: 13-27



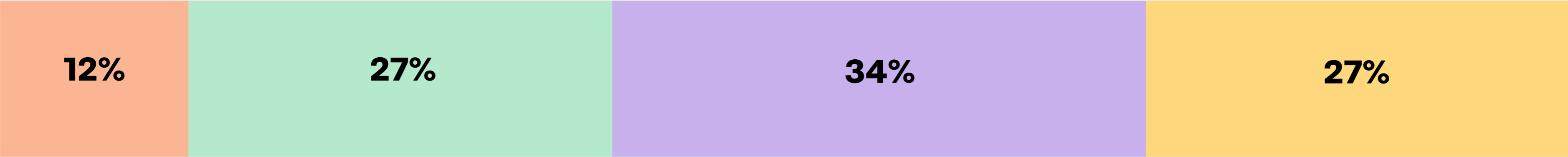


Gen Z
Age: 13-27



Workforce projections

Current (aged 18-67)



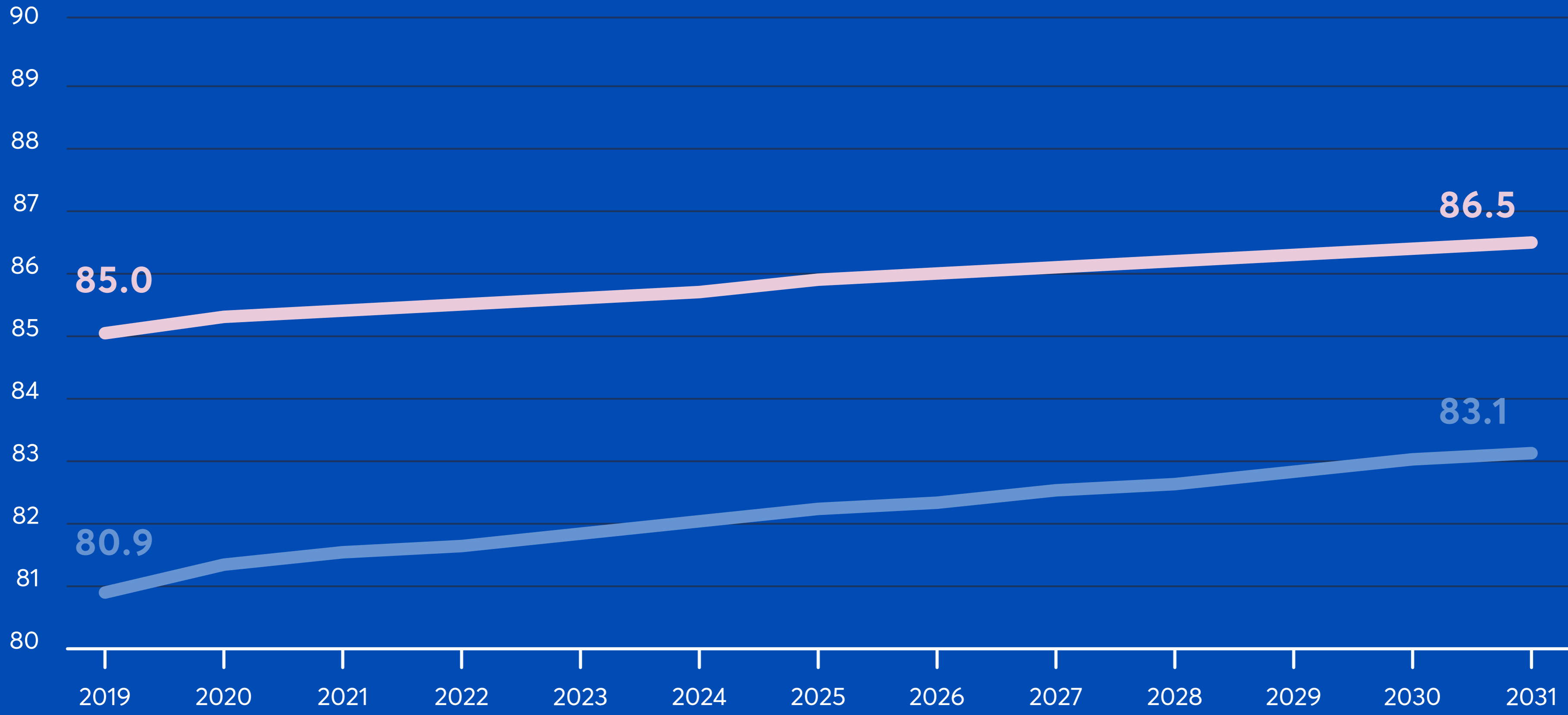
2035 (aged 18-70)

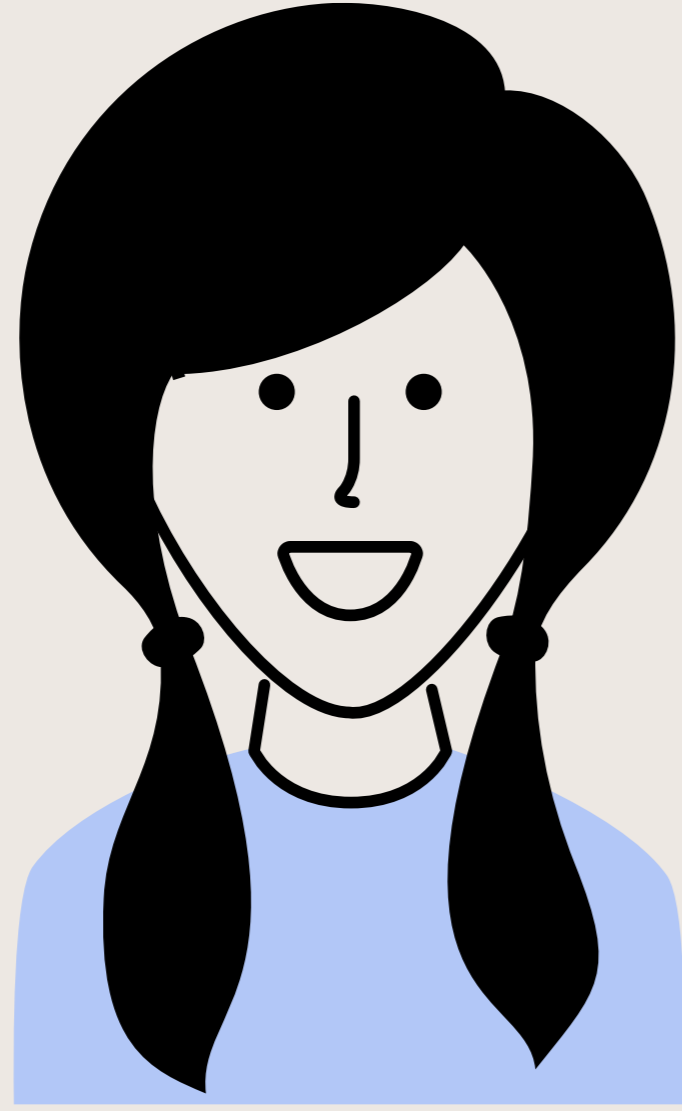


Boomers Gen X Gen Y Gen Z Gen Alpha

LIFE EXPECTANCY

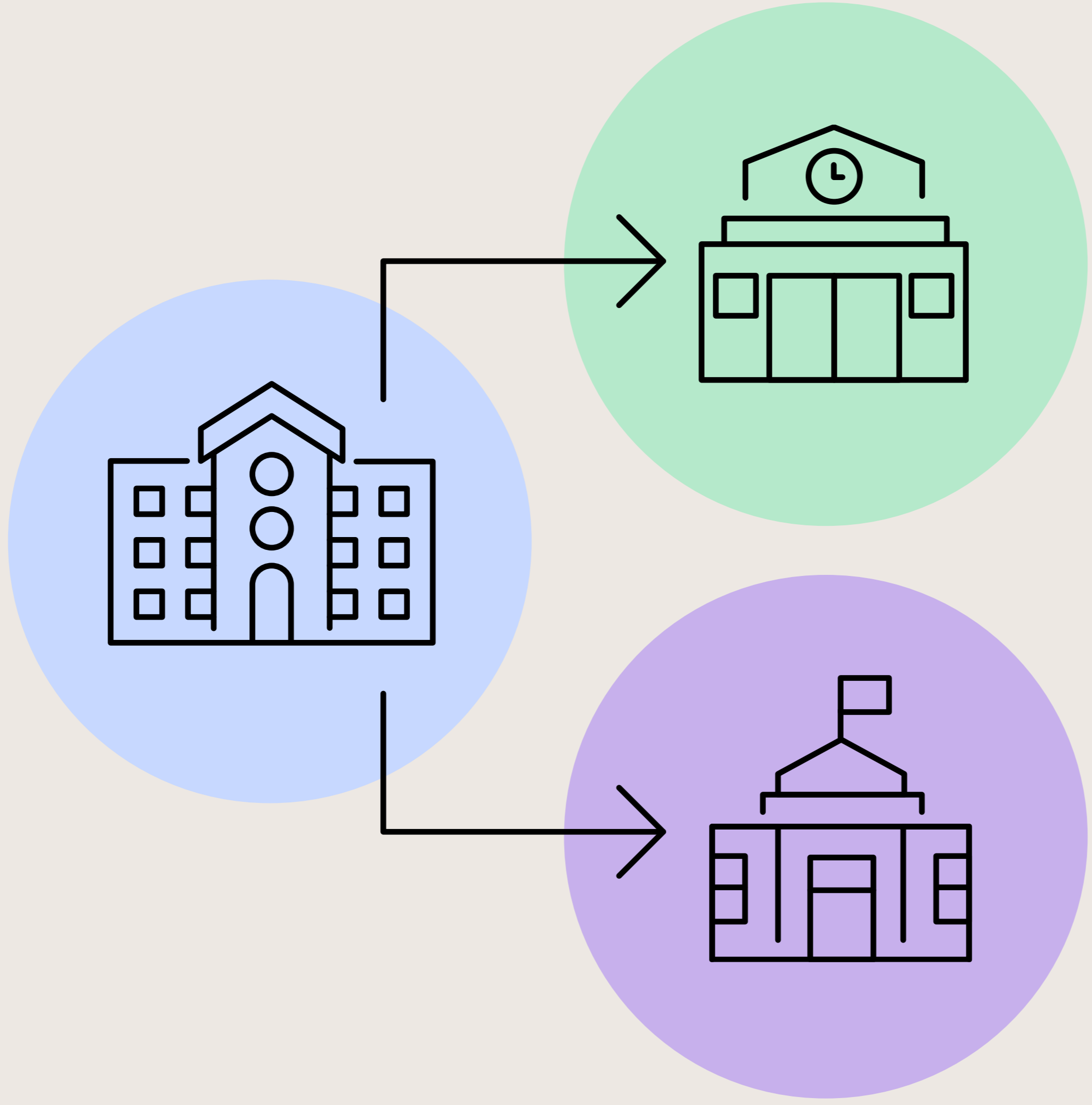
Female Male

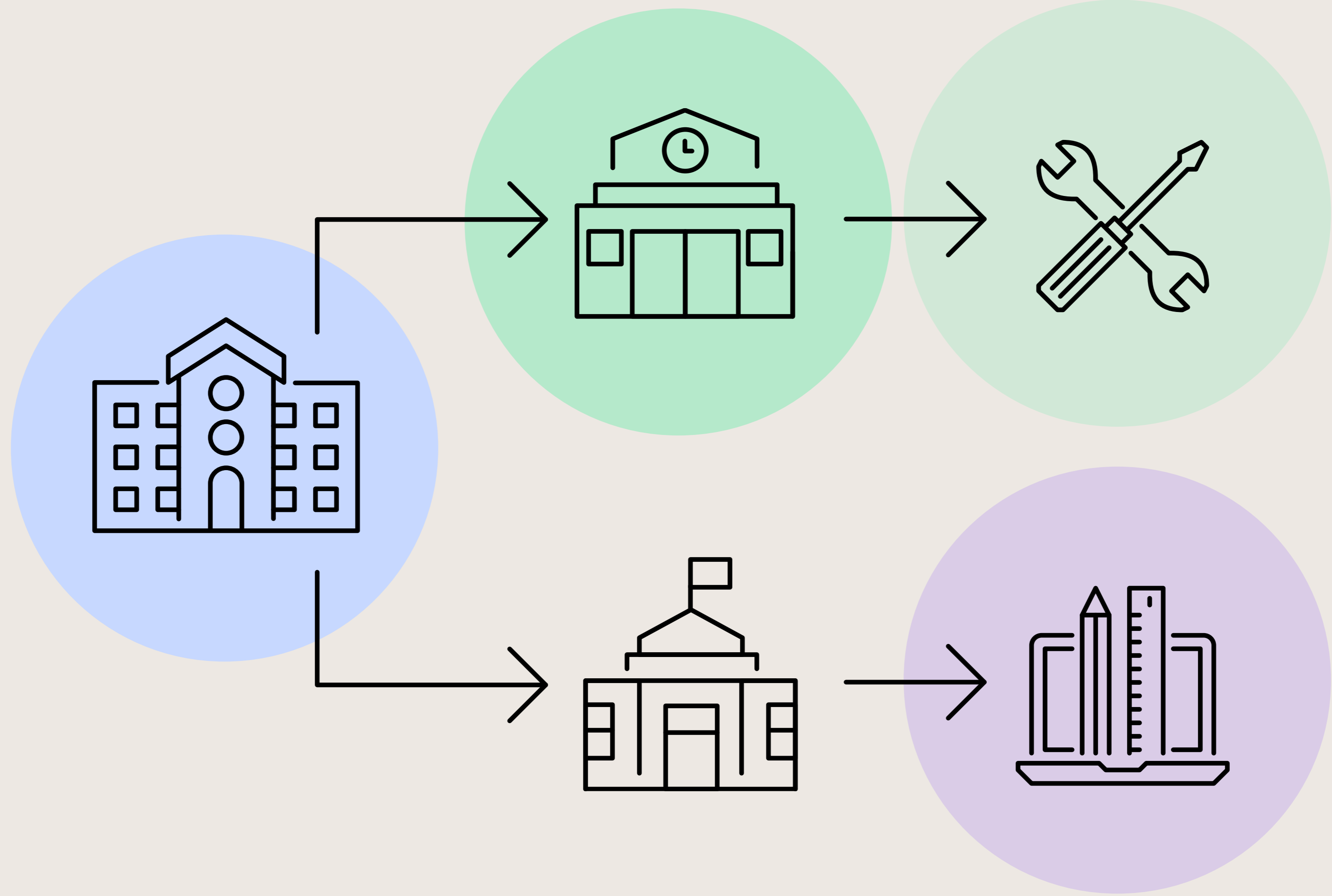


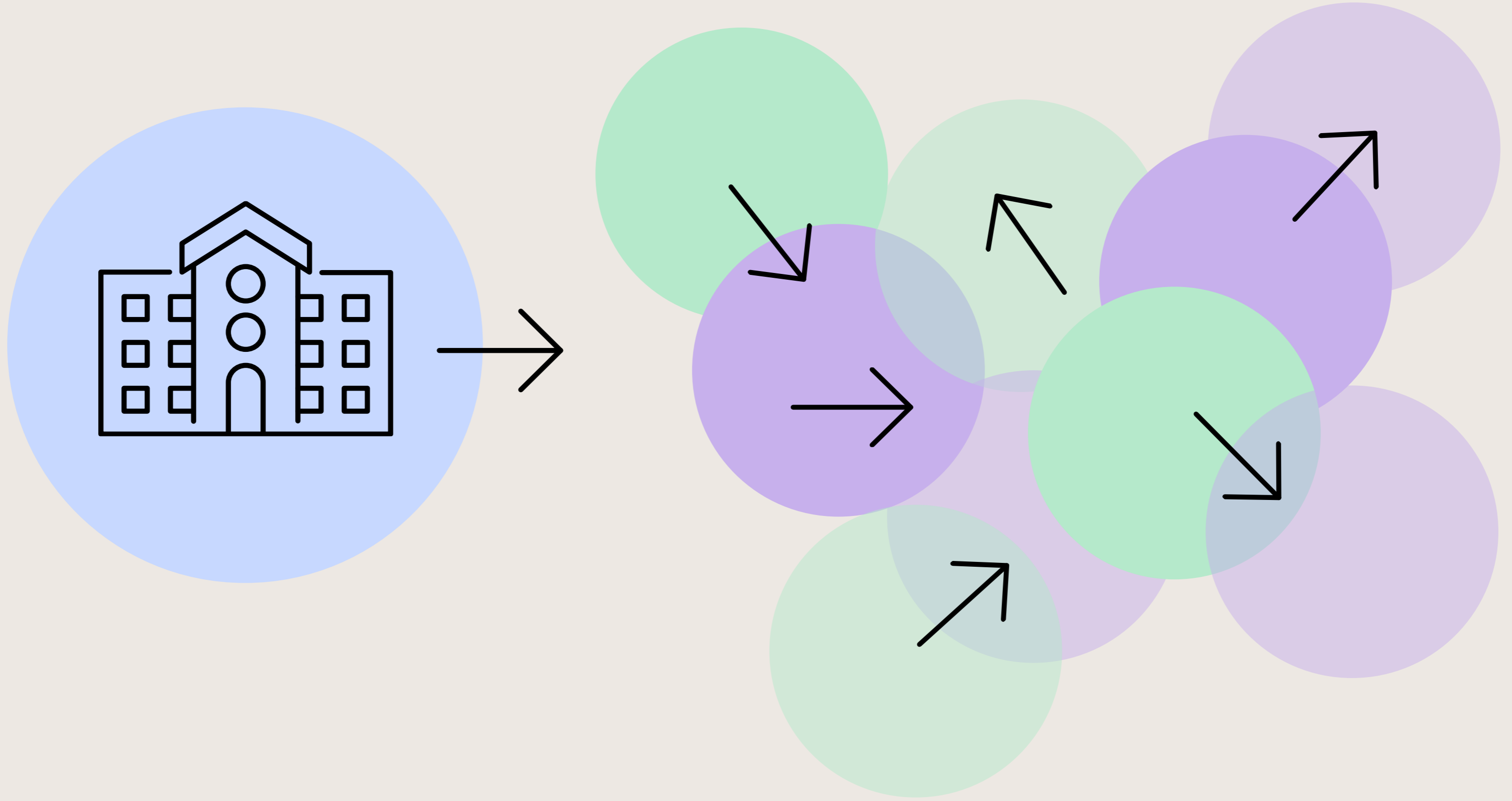


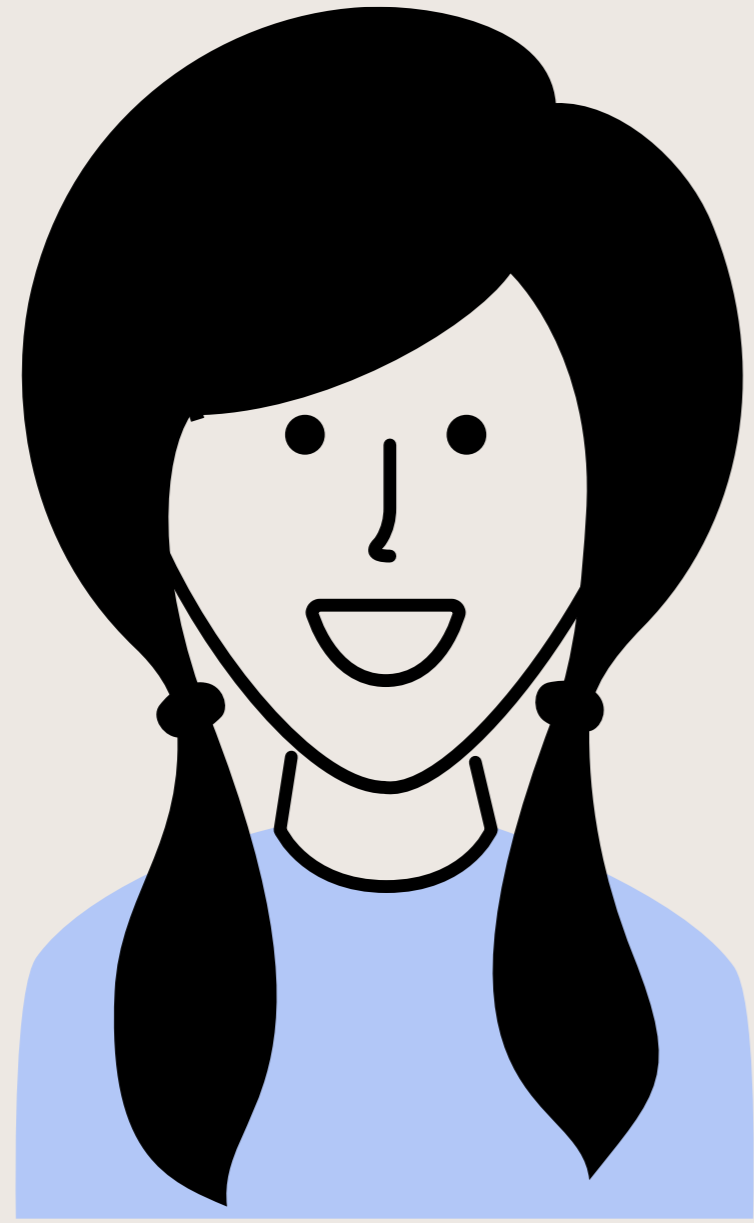
Gen Z

Kids
In
Parents
Pockets
Eroding
Retirement
Savings

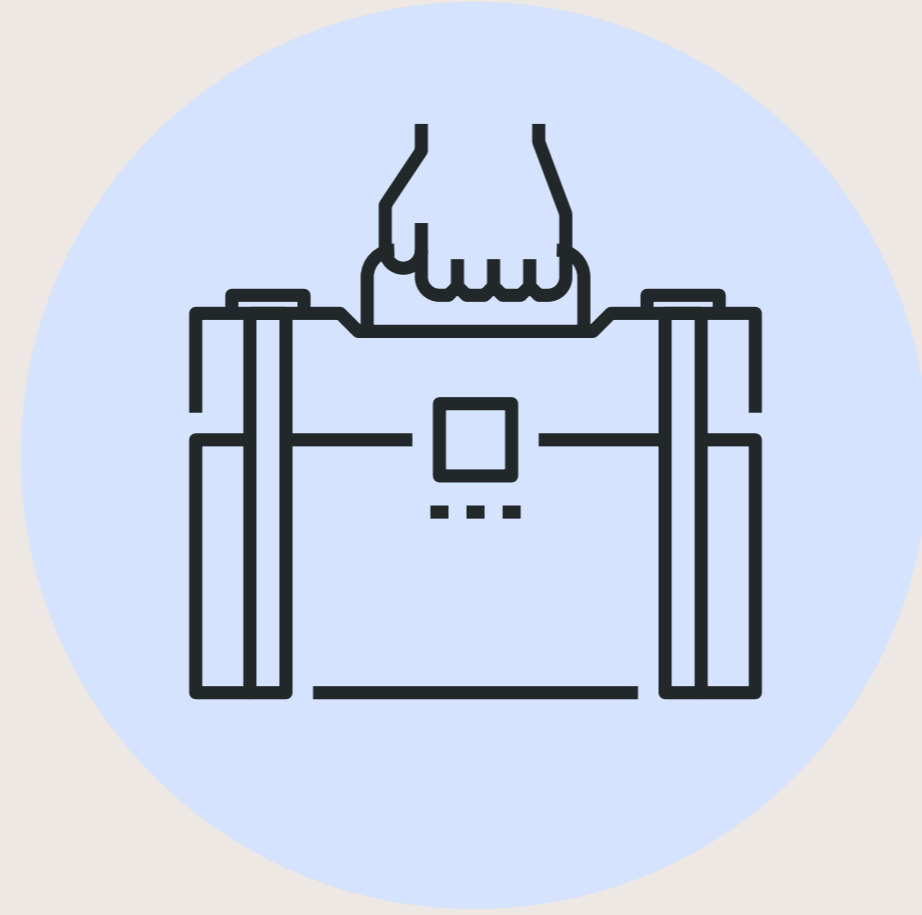








Gen Alpha



18 jobs



6 careers

In a lifetime



65%

of children entering primary school today will end up working in completely new job types that don't yet exist

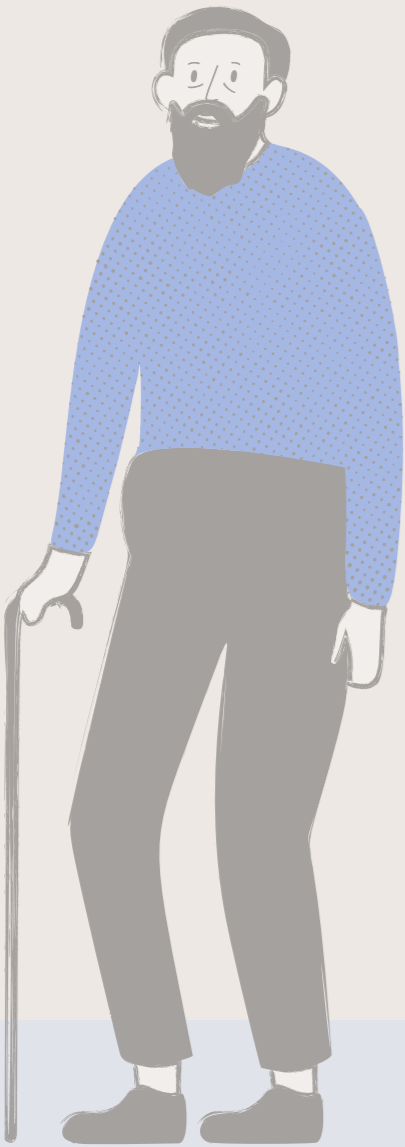
'Could you fax over a copy?'

'No, I can't fax because of where I live.'

'Where do you live?'

'The 21st century.'

Gen Alpha



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Gen Alpha

Born: 2010-2024
Age: 13 and under

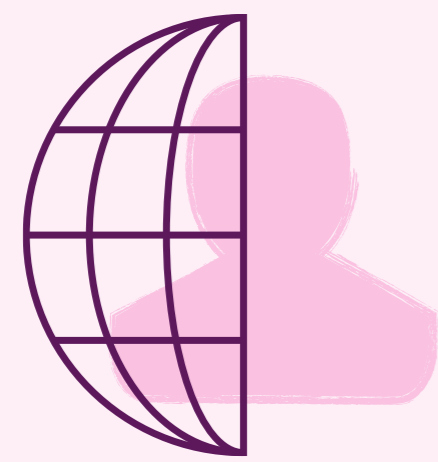
Alpha

Born 2010-2024

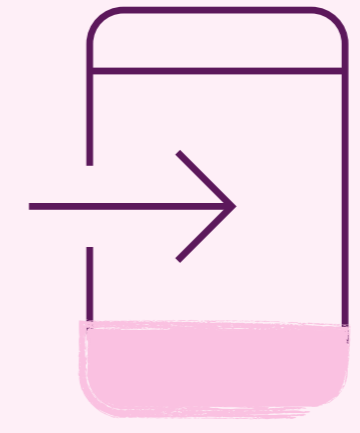
Largest generation ever



Most materially endowed

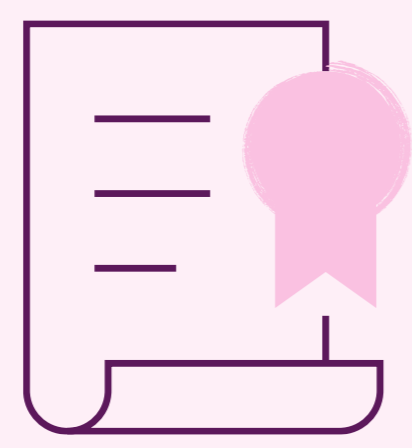


Most globally connected

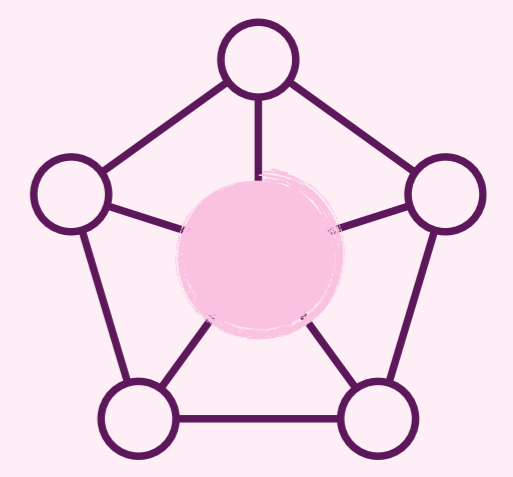


Most technologically supplied

Most formally educated



Longest life expectancy-redefined work life





Digital



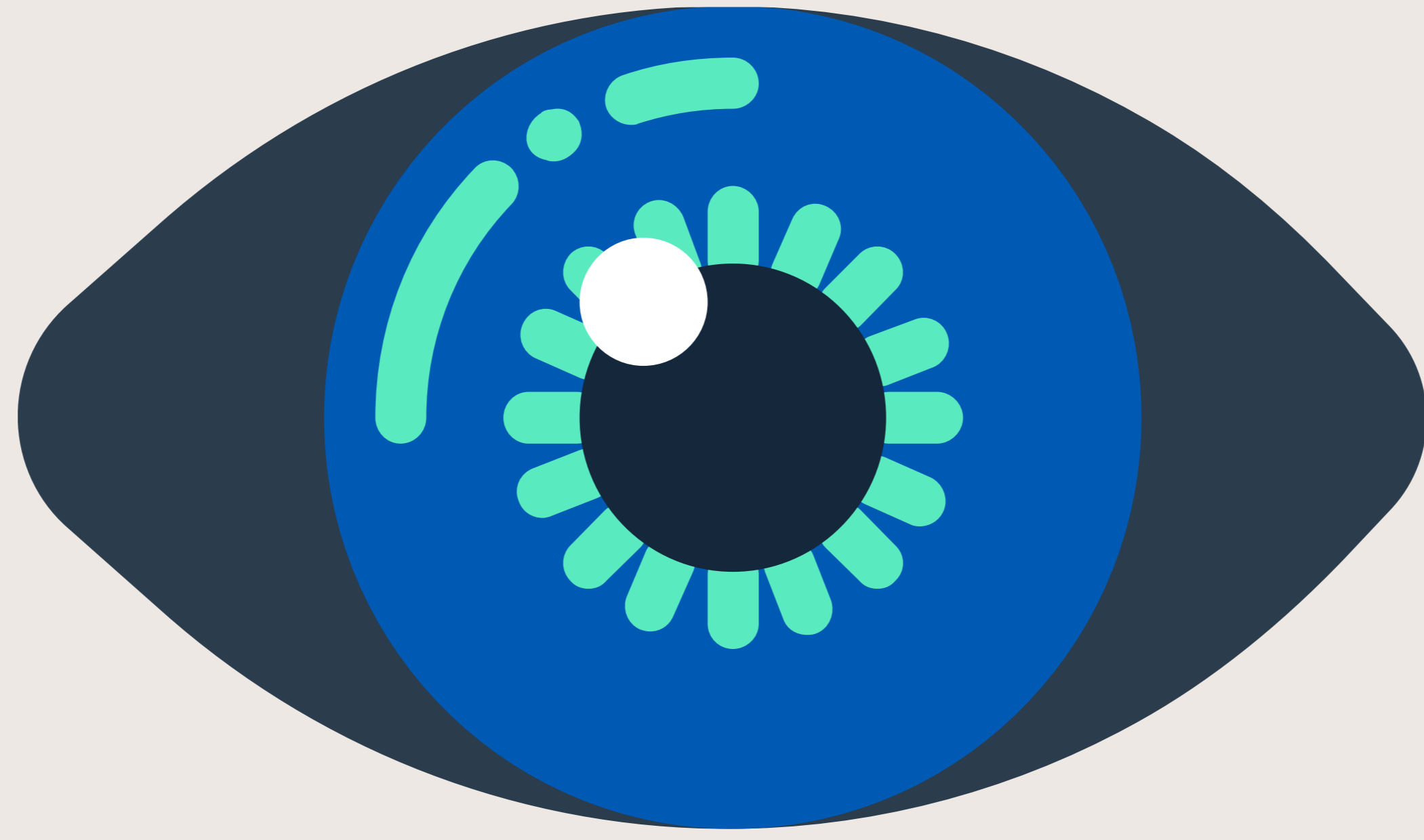
Mobile



Global



Social



Visual

IN CASE OF FIRE



**EXIT BUILDING BEFORE
INSTAGRAMMING**



Technology transformations







“

The age at which we're exposed to a new technology or transformative event determines how embedded it will be in our psyche and lifestyle.

— Generation Alpha, McCrindle Pg 109

Google



YouTube



TikTok



[HOME](#) > [TECH](#)

Nearly half of Gen Z is using TikTok and Instagram for search instead of Google, according to Google's own data

Samantha Delouya Jul 13, 2022, 12:48 PM



Download the app



How often do you use the following to teach yourself new skills?

At least daily

Top 5

Teachers



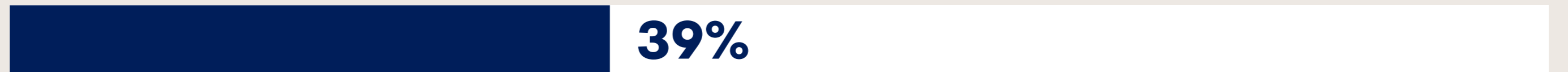
Websites



TikTok



Parents



YouTube



Source: McCrindle, Equipping students to thrive in the new world of work, 2022



The great screenage





**NOTHING MADE YOU HAPPIER
THAN SEEING THIS WHEN
WALKING INTO A CLASSROOM
AS A KID.**



Choice

prime video

Apple tv+

BINGE

hulu

NETFLIX

Disney+

Paramount+

Hayu

HBO max

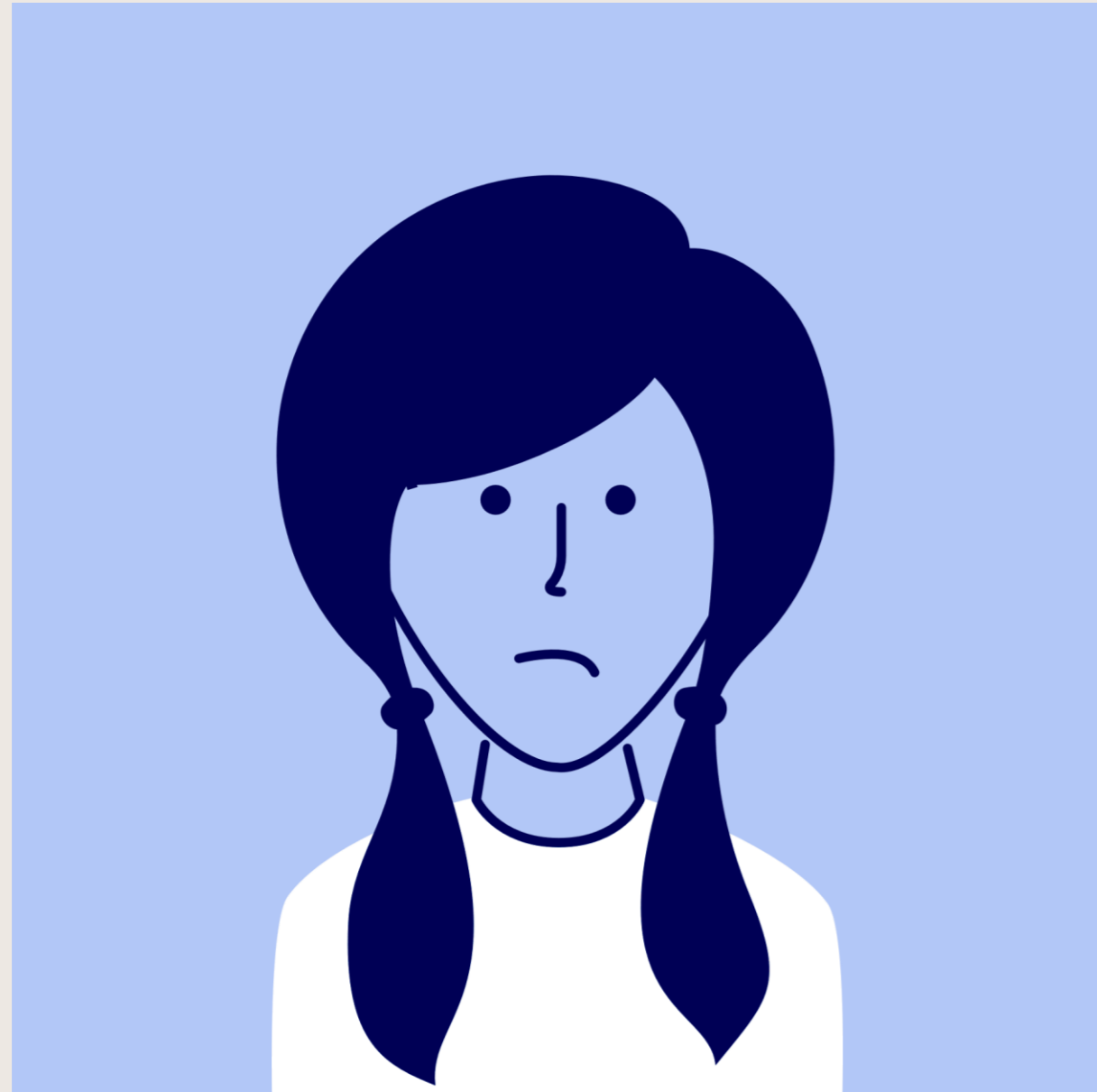


“My husband asked me why I spoke so softly in the house. I said I was afraid Mark Zuckerberg was listening.

**He laughed.
I laughed.
Alexa laughed.
Siri laughed.”**

Reprioritising faith

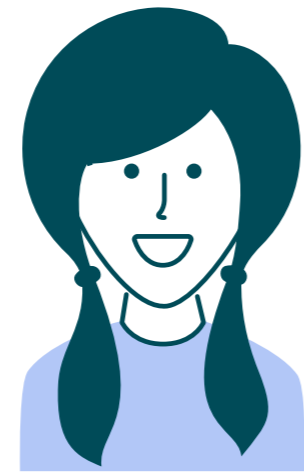




75%

*of Gen Z often/sometimes
feel lonely*

Younger generations are more open to spiritual conversations (extremely/very open)



53%

Gen Z



34%

Baby Boomers



Most would be likely to attend a church service if invited

Gen Z (45%) are twice as likely as Baby Boomers (21%) to be extremely/very likely to attend an online church service if personally invited by a friend or family member



45%
GEN Z



21%
BABY BOOMERS

Source: McCrindle, Australia's changing spiritual climate

**The future of
the church will
be hybrid.**



Pastors in 2010
"Facebook is
from the
devil!"

2020
"Follow our
LIVE services"



WHEN DID JESUS LIVE?



REAL

Top attractors to faith



29%

Experience a personal trauma or significant life change



28%

Seeing first hand people who live out a genuine faith



25%

Stories / testimonies from people who have changed because of their faith



RESPONSIVE



“

Great leaders are focused not on the next program, but the next generation.

— Generation Alpha, McCrindle

RELATIONAL

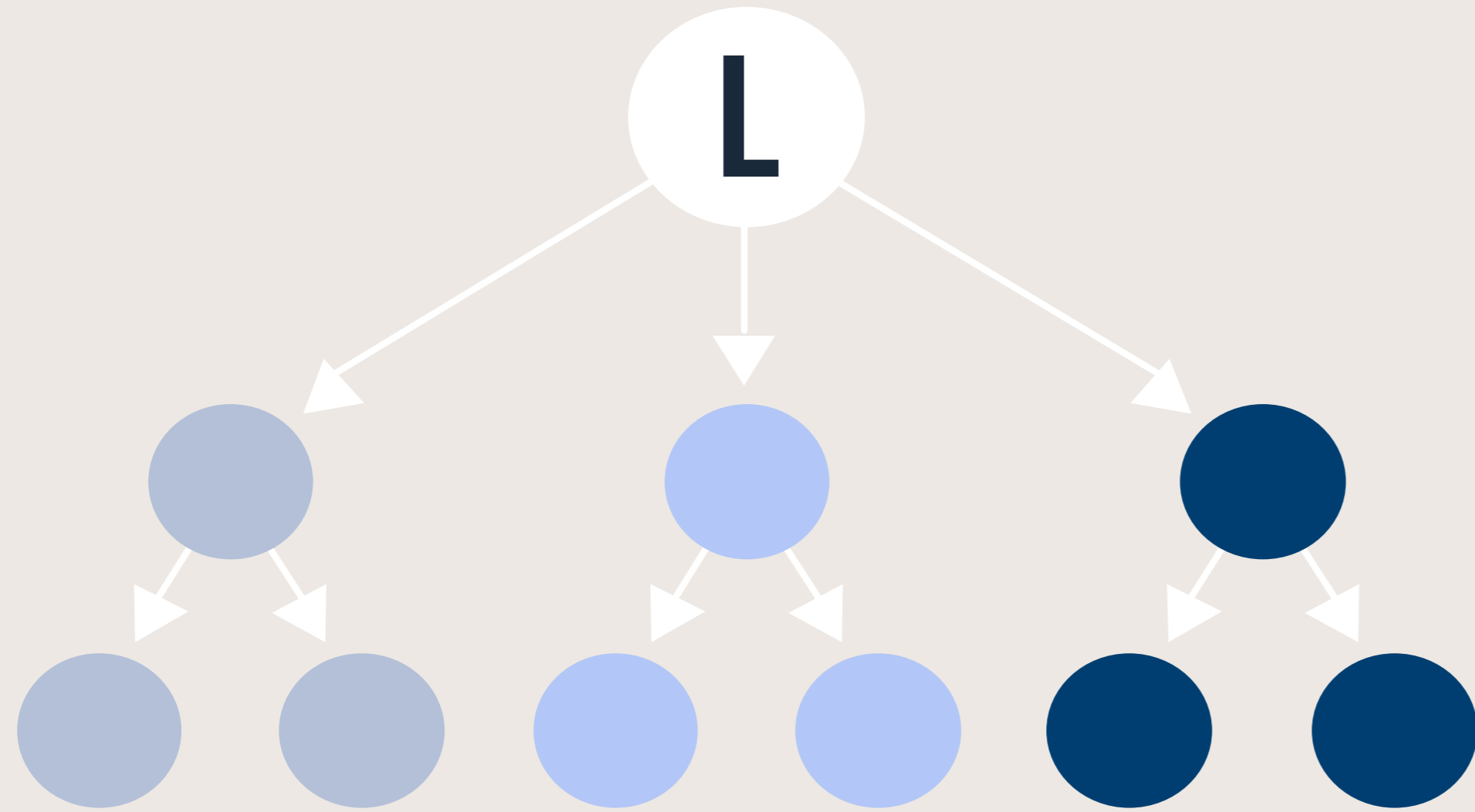
4000 years ago



and we're back...

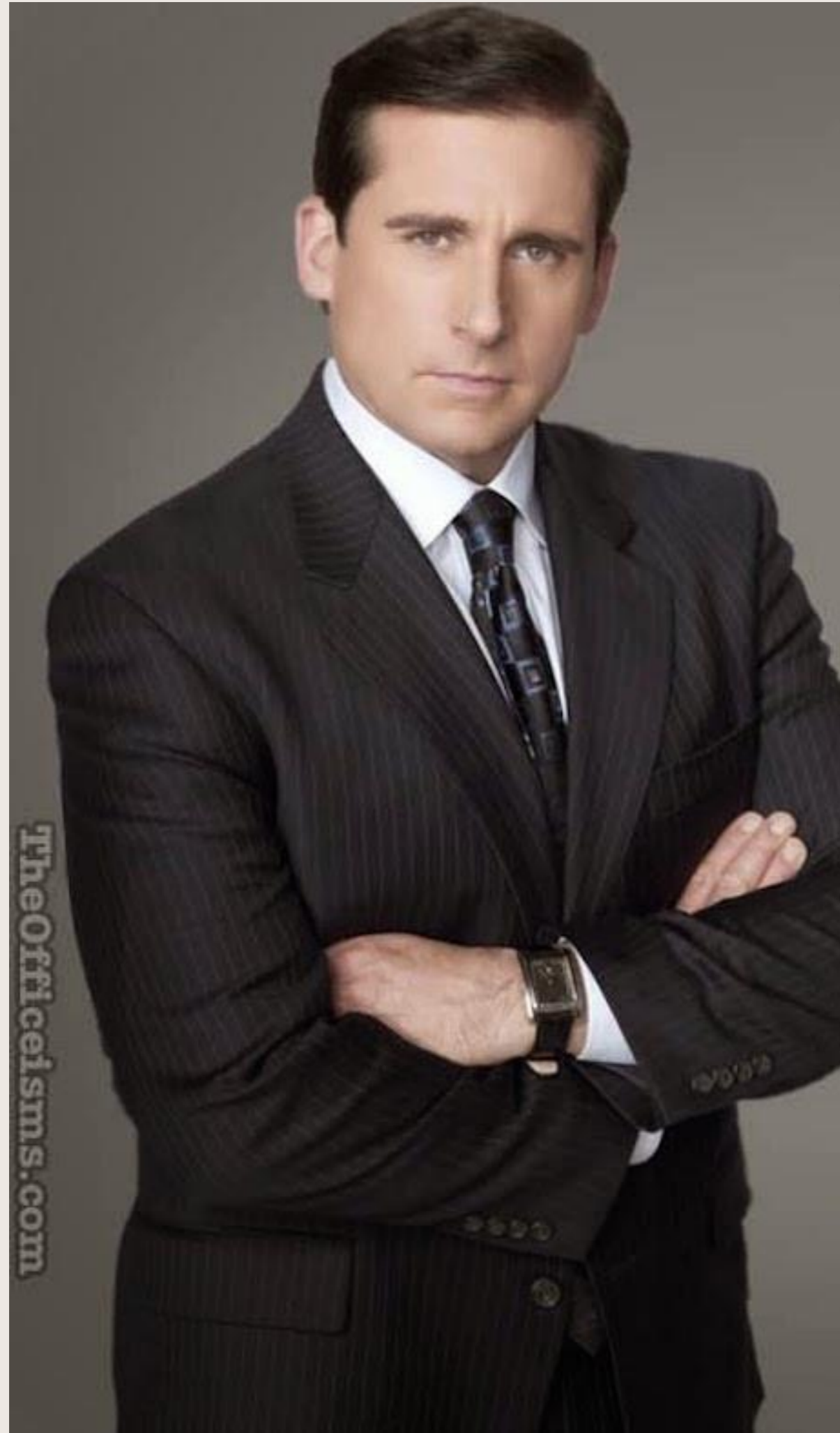


Leadership style



**Command
& Control**

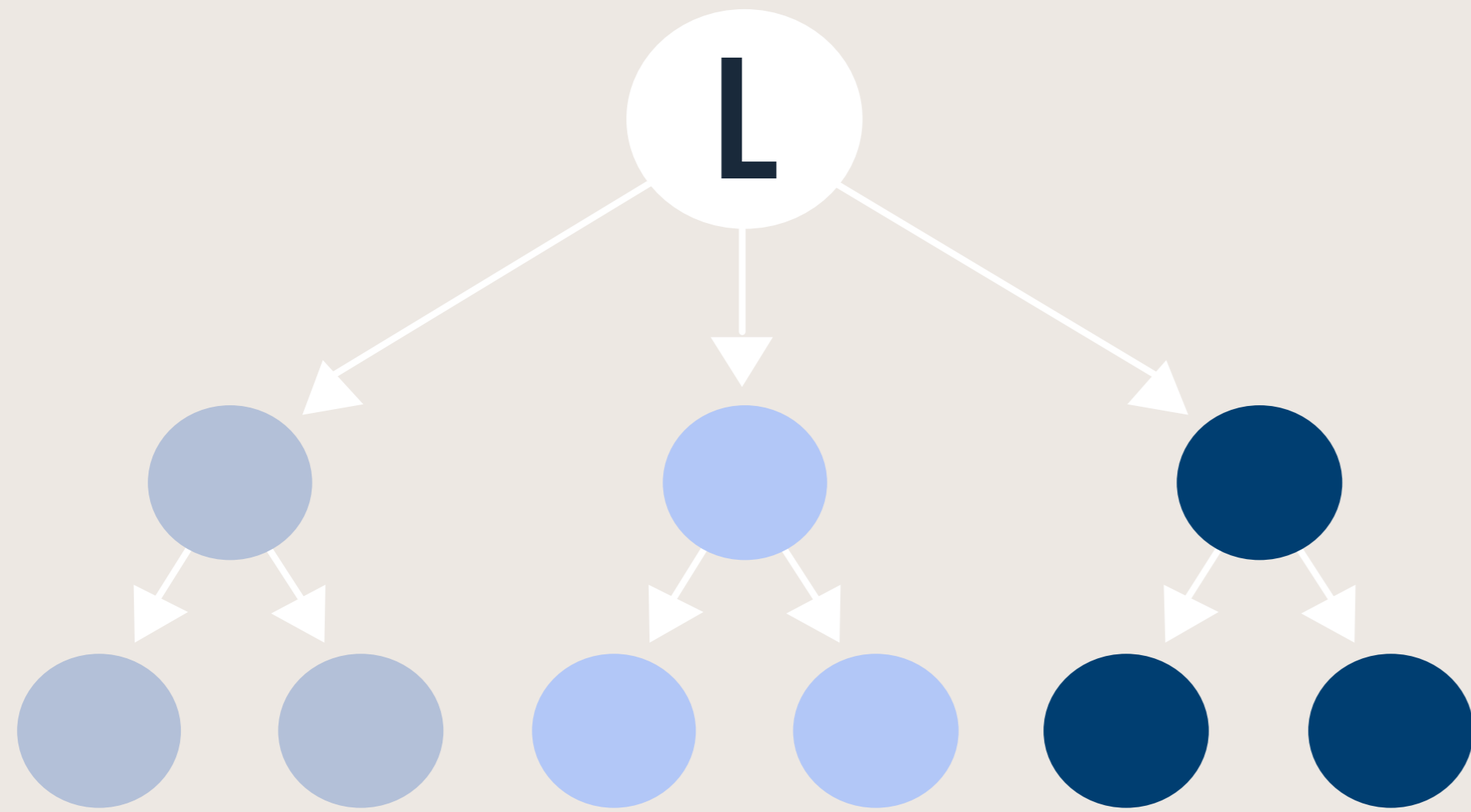
Attitudes to leadership



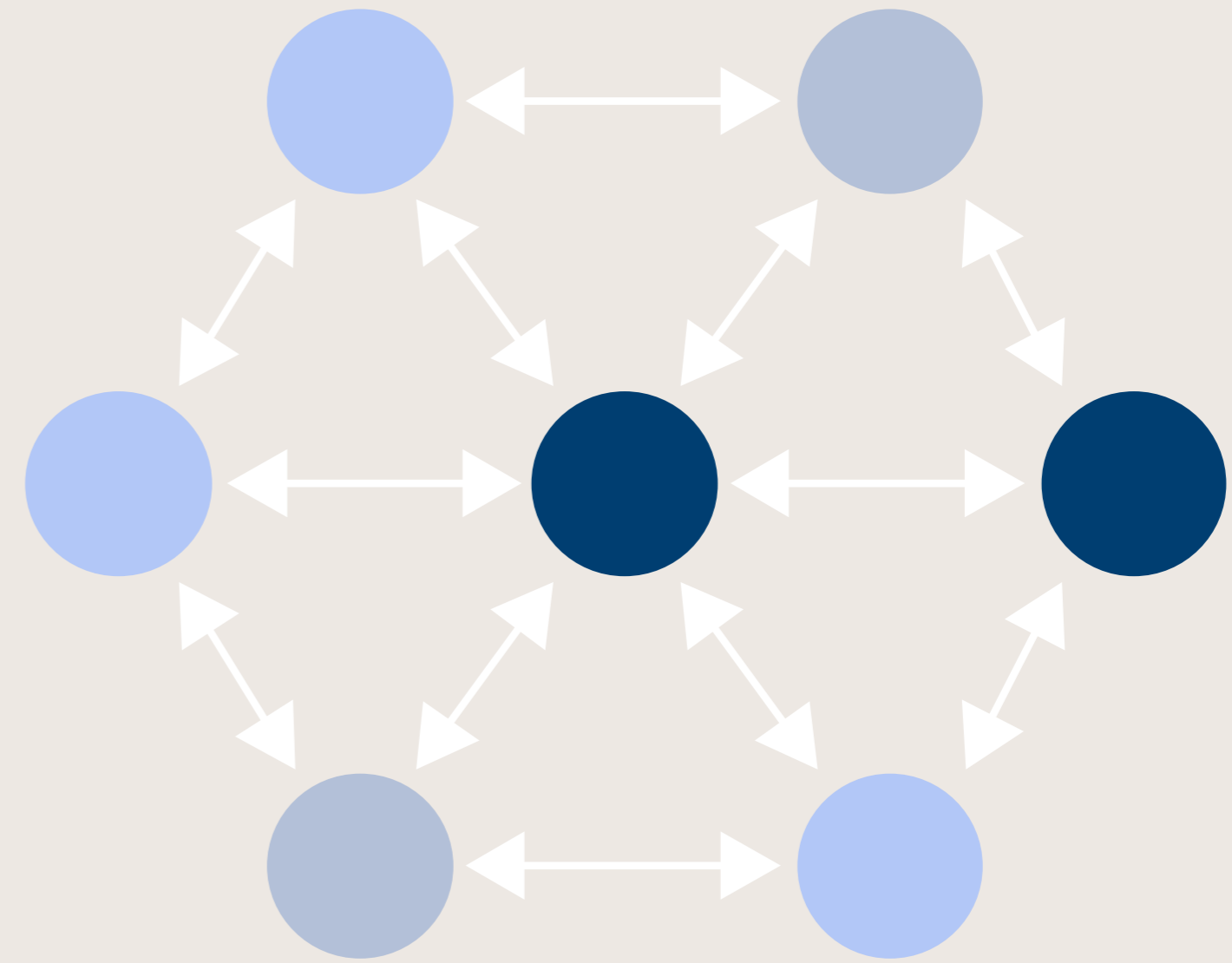
**"FIRINGS WILL
CONTINUE
UNTIL MORALE
IMPROVES!"**

-Michael Scott

Leadership style



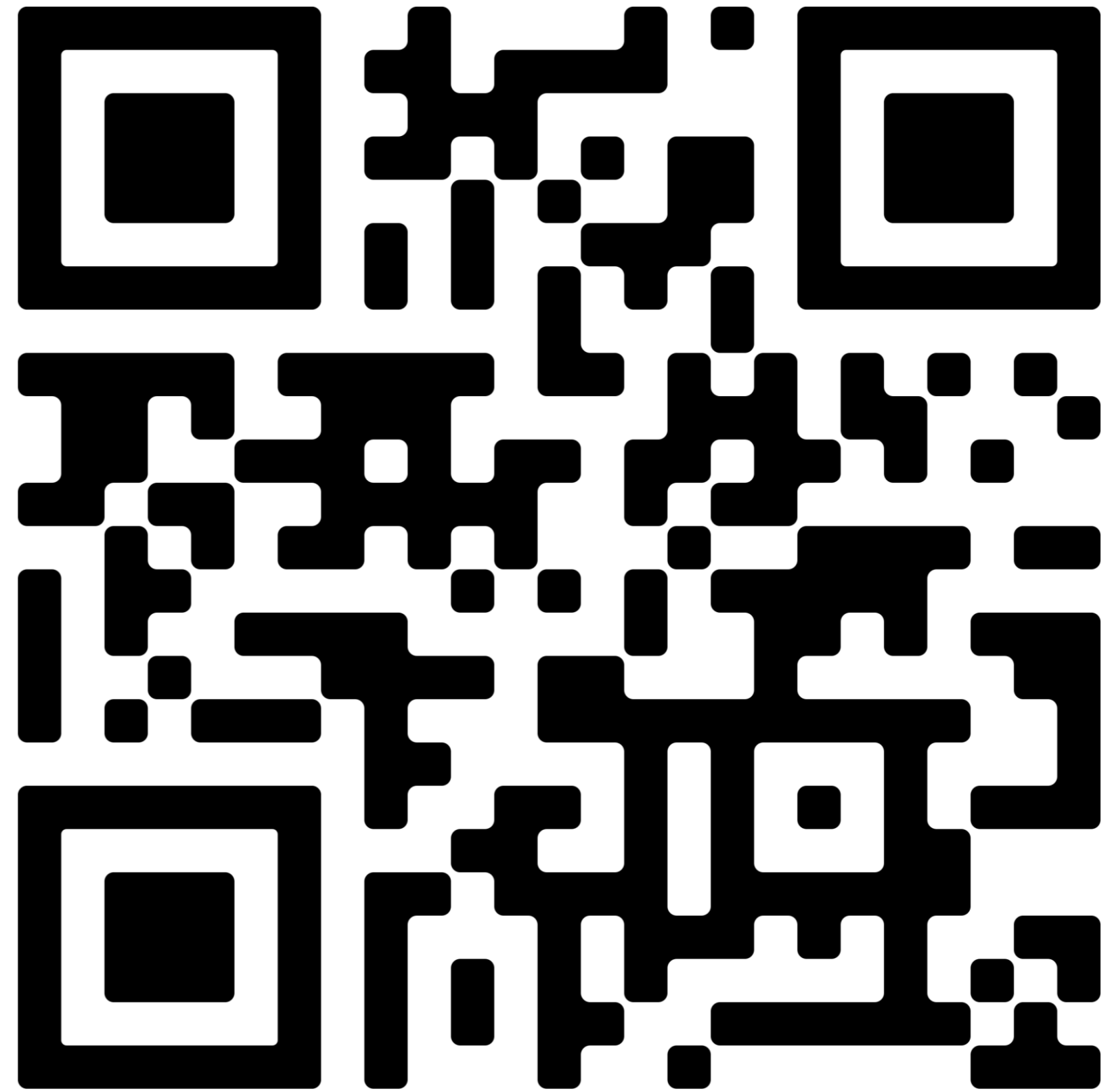
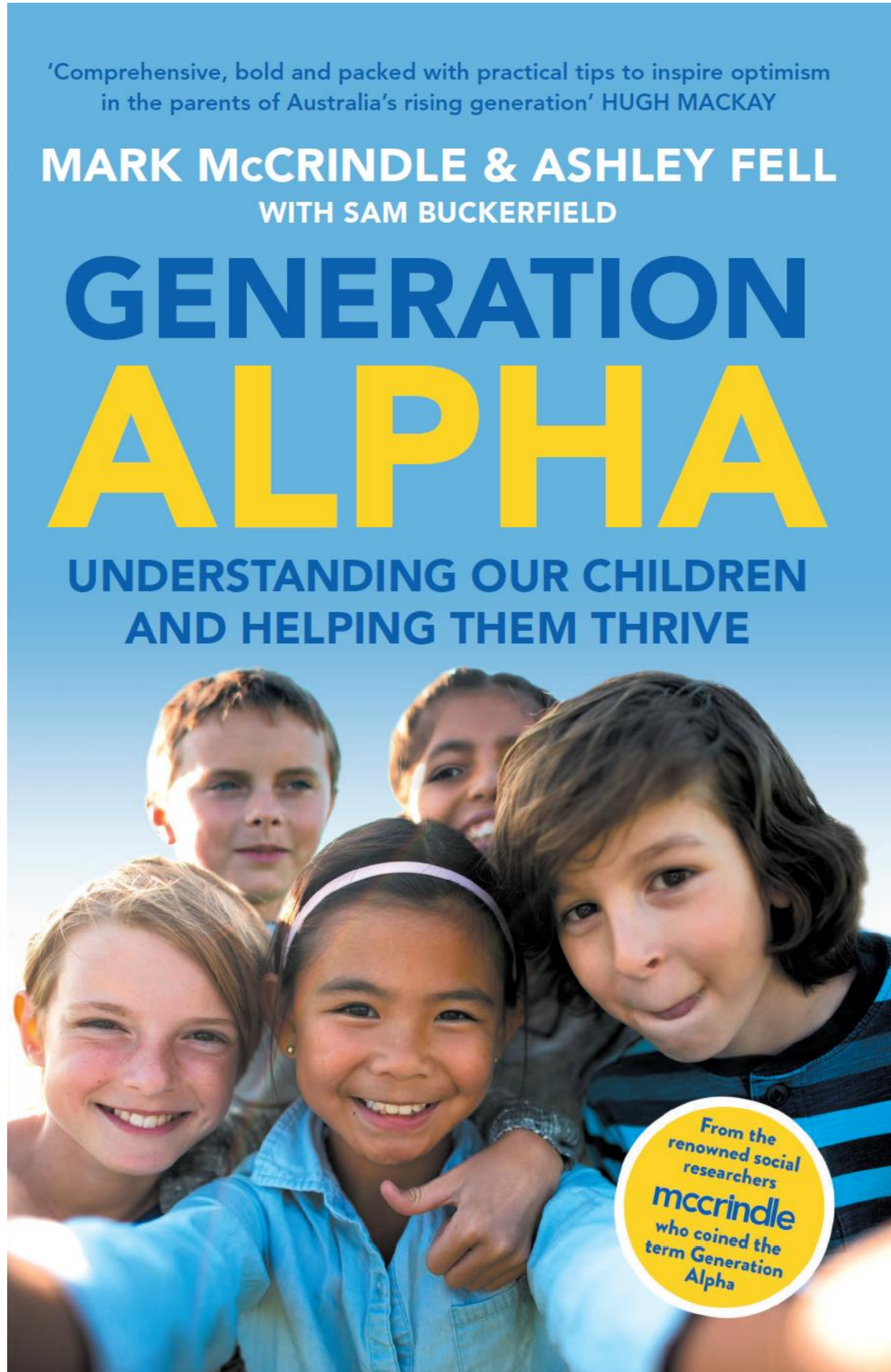
**Command
& Control**



**Collaboration
& Contribution**

As I have loved you, so you must love one another. By this will everyone know that you are my disciples, if you love one another.

John 13:34-35



FIND OUT MORE AT
generationalpha.com

Mark McCrindle

Phone 1800 873 637

Email info@mccrindle.com

Website mccrindle.com

Address
Sydney office
Suite 105, 29 Solent Circuit
Norwest, NSW 2153

Perth office
Suite 8, 126 Broadway
Crawley, WA 6009

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