

THE iTechs

The generational context in which you grow creates a social and cultural personality.



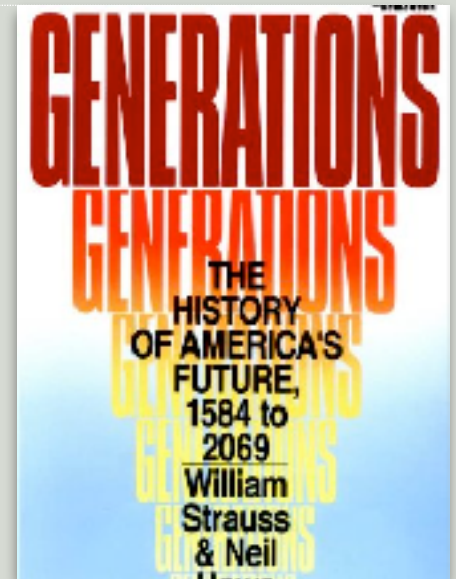
UNDERSTANDING THE iTech GENERATION

A generation is composed of people whose common location in history lends them a collective persona. The span of one generation is roughly the length of a phase of life. Generations come in four archetypes, always in the same order, whose phase-of-life positions comprise a constellation.

TWO APPROACHES :

- **LINEAR:** Generations have no rhyme or reason.
- **CYCLICAL:** Generations are seasonal & repetitious.

Fall	Dry	Prophet	Awakening	Moses	Boomer
Winter	Cold	Nomad	Unraveling	Golden Calf	Gen X
Spring	Wet	Hero	Crisis	Joshua	Millennial
Summer	Hot	Artist	High	Judges	iTech



Recommended Reading:
 "Generations" by Wm. Strauss and Neil Howe (1991)

BRAINSTORM ALL THE TECHNOLOGICAL AND SOCIAL MEDIA CHANGES SINCE 2005:

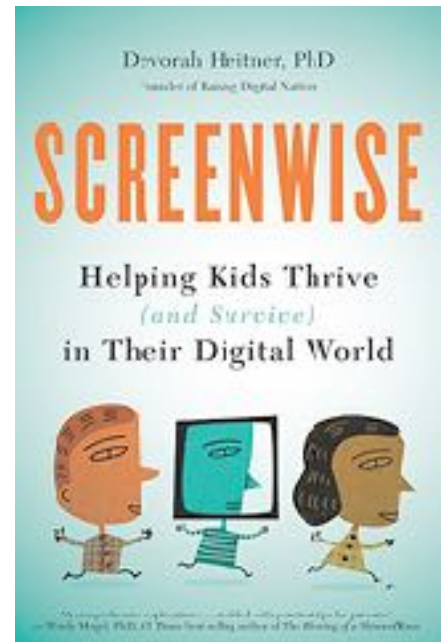


The **iTech Generation** (*Artist*, born since 2005) is currently being born primarily to Millennial parents at the clip of 9000 every day. In general, the iTech generation is growing up in a world that's completely digital, wireless and mobile. They learn through "swipes, touches and pinches" rather than "point and clicks." They process information visually through a screen culture that's increasingly becoming more personal. They archive their lives and stream their media via cloud-based technology. It's a generation that has no recollection of September 11, 2001 but has grown up in a culture of terrorism, militant Islam and new nuclear threats from Iran and North Korea.

OTHER NAMES: Gen Z (born between 1995-2015), iGen, Posts, Homeland Generation, ReGen, Centennials, Plurals

To understand the iTechs, just think 3D!

DIGITAL



The iTechs experience a world where the fake, computer-generated and artificial are REAL! They do most of their learning online, and most of their reading through digital media and screens (not books). They Google questions and Siri is their favorite tutor. They will never know landline phones, VHS or film and have little interaction with CD/DVDs, cable TV and desktop computers.

To understand the iTechs, just think 3D!

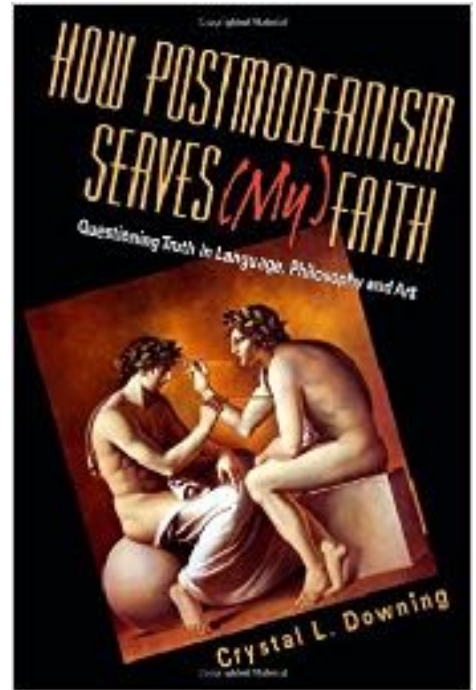
DECENTRALIZED



The iTechs experience a world where authority, power and control are spread throughout society, allowing truly anyone to become famous, influential and rich. Most of their great movements, social changes and revolutions will happen without a single leader. Institutions like the church and school will increasingly become led by many not a few.

To understand the iTechs, just think 3D!

DECONSTRUCTIVE



The iTechs experience a world where truth is no longer considered objective. And while “Absolute Truth” still exists, most truth in the postmodern mind is relative and the result of personal experience and education. Consequently, to understand a person, we must learn to stand under him or her, to “deconstruct” what made him or her the person he or she truly is.

This page is blank...a place for you to brainstorm ideas, jot down notes or just doodle something while Dr. Rick is sharing...(feel free to share your doodles later!).

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