

THE iTechs

A
digital, cloud
and screen
generation born
since 1999.



UNDERSTANDING THE iTech GENERATION

Our youngest generation is growing up in a cyber and technological culture unlike anything we could've imagined twenty years ago. This post-911 generation will no doubt become the creatives that help us move bravely into a 21C postmodern world. Many of them are already YouTube superstars. Here come the iTechs!

WHAT'S IN A NAME?

The emerging generation has already been tagged with a few monikers like "Posts" (for post-September 11), "Centennials" (not sure what that even means) and "iGen," but unlike "Boomer" and "Gen X" and "Millennial" they say little and mean less. The worst is "Gen Z" (which is wholly unimaginative). I call them the "iTechs" because they are a tech-suckled generation, raised on the "i's": iPad, iPhone, iTunes and iWatch. They are the first truly social media generation. They surf, text, video chat, stream and save in a cloud. They learn, communicate and play different.

BRAINSTORM ALL THE TECHNOLOGICAL AND SOCIAL MEDIA CHANGES SINCE 2000:

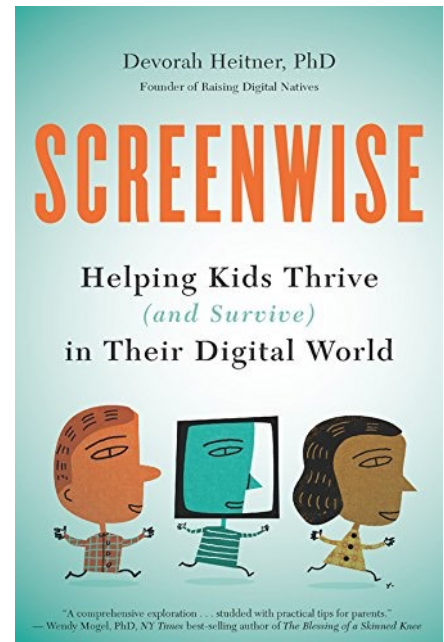


The **iTech Generation** (born since 1999) is currently being born primarily to Millennial parents at the clip of 9000 every day. In general, the iTech generation is growing up in a world that's completely digital, wireless and mobile. They learn through "swipes, touches and pinches" rather than "point 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



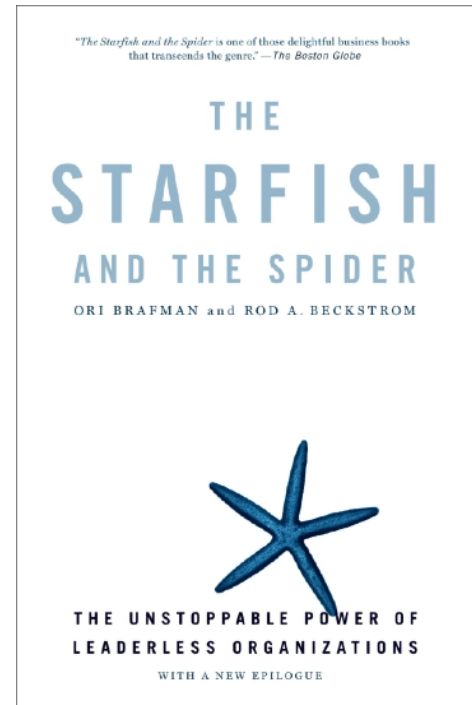
The iTechs experience a world where the fake, computer-generated and artificial are REAL! They do most of their learning online, and most of their reading through digital media and screens (not books). They Google questions and Siri is their favorite tutor. They will never know landline phones, VHS or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

THREE STRATEGIES FOR REACHING A DIGITAL CULTURE:

- Incorporate smart phones, tablets and other internet-devices into learning strategies
- Communicate and collaborate through appropriate social media platforms
- Find times to unplug, retreat, create solitude and silence: get “real!”

To understand the iTechs, just think 3D!

DECENTRALIZED



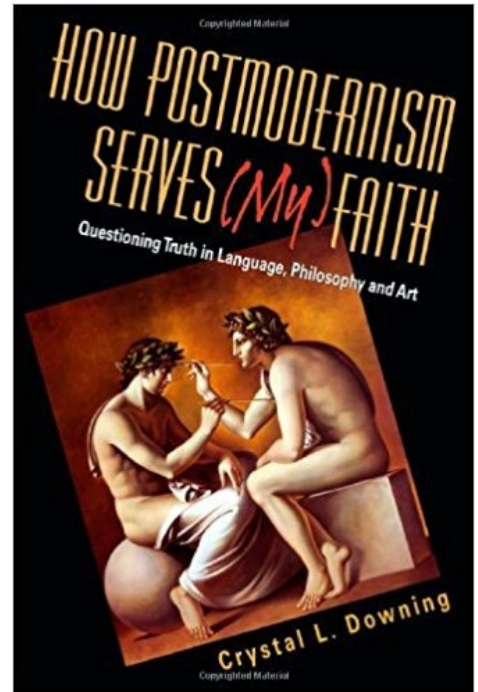
The iTechs experience a world where authority, power and control are spread throughout society, allowing truly anyone to become famous, influential and rich. Most of their great movements, social changes and revolutions will happen without a single leader. Institutions like the church and school will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

THREE STRATEGIES FOR REACHING A DECENTRALIZED CULTURE:

- As a leader, teacher or communicator, move from lecture-based strategies to more collaborative and interactive strategies.
- Think of every person, student, employee, etc. as a leader (not just a follower). Find a role that matches their skill sets and interests then turn them loose.
- Flatten structures and hierarchies as much as possible. Create more choice.

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.

THREE STRATEGIES FOR REACHING A DECONSTRUCTIVE CULTURE:


- Create life-changing, dynamic experiences that produce powerful feelings.
- Move from arguments and debate persuasive strategies to conversational and collaborative experiences that allow individuals to work through truths.
- Encourage and embrace a culture of diversity that respects absolutes. Build an apologetic for Truth that is confirmed through personal experience and biblical realities.

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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