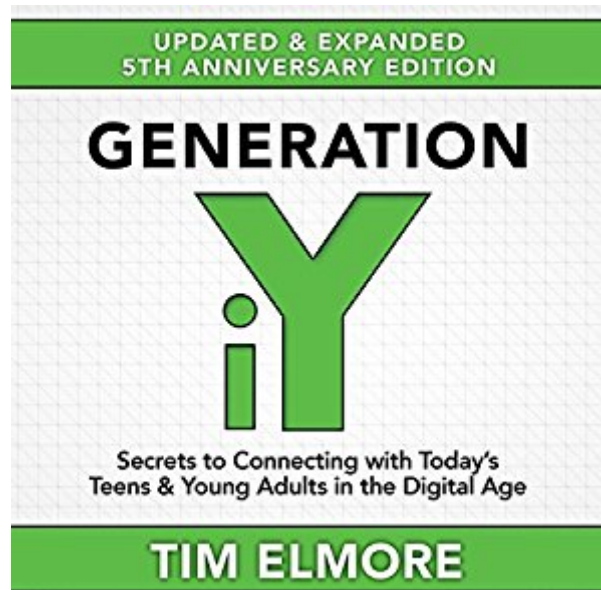


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# Generation Y: Secrets To Connecting With Today's Teens & Young Adults In The Digital Age



## Synopsis

The 5th Anniversary Edition of Generation iY is one book every parent, educator, coach, and youth worker should hear. Over 100,000 adults have benefitted from Tim Elmore's insights in the first edition of this landmark book, which has now been updated and expanded to include new research, stories, practical solutions, and two bonus chapters to help adults connect with today's teens and young adults. It is no longer accurate to refer to Generation Y as one collective demographic. The Millennials born after 1990 are a whole new batch of students. We call them Generation iY because their life is dominated by the iPhone, the iPod, iTunes, etc. They've been identified as the Digital Generation, Mosaics, Techies, Millennials, and Screenagers. They are the talk of Human Resource professionals and newspaper journalists, they are the prize of their parents, and they are the market share every retailer covets. They are the kids born between 1990 and 2002 and are part of the largest generation in our history. The older you are, the more you'll feel like an immigrant among natives with this new generation. They've shifted from our Gutenberg era into their own Google era. Their bias is for action and interaction. We have the privilege of shaping their future.

## Book Information

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## Customer Reviews

Purpose, Main Argument, and Overall Summary; In the book author Tim Elmore introduces us to generation iY. It is no longer accurate to refer to Generation Y as one collective demographic. The Millennials born after 1990 are a whole new batch of students. We call them Generation iY because their life is dominated by the iPhone, the iPod, iTunes, etc. They've been identified as the Digital Generation, Mosaics, Techies, Millennials and Screenagers. They are the talk of Human Resource

professionals and newspaper journalists, they are the prize of their parents, and they are the market share every retailer covets. They are the kids born between 1990 and 2002 and are part of the largest generation in our history. The older you are, the more you'll feel like an immigrant among natives with this new generation. Their bias is for action and interaction. We have the privilege of shaping their future. The author seeks to unveil the new data on these young people and enable you to interpret that data so the reader can lead them wisely. The author gives practical steps the reader can take as they invest in the students around them. It matters not whether you are a parent, an educator, a coach, a youth worker, or an employer; adults must wake up to today's new reality and lead tomorrow's adults to become the best version of themselves. We must be up for the challenge of leading as they enter adulthood.

**Personal Reflections, Ministerial Considerations, and Questions for Class Consideration;**As for personal reflections, this book is a great resource for data to understand why generation iY is so different from other generations, even generation Y. Not only does it give the data, but it also gives us both the good and the bad of news of the results. Showing us that it is not completely hopeless and that this generation has a lot of potential as well. As a student minister it was really helpful to see that the average attention span of a generation iY student is 6-8 seconds. It was especially helpful to see that the reason for this is because of the huge amount of information that comes at them everyday. Therefore, I have 6-8 seconds to answer the question, why should I keep on listening? It is also insightful to keep it focused on the main-point of the message, because information overload is one of the reasons that already causes them to check out.

**Significant Quotations**These students have far too much confidence and far too little experience to be left to their own devices. (Kindle Locations 244-245). Generation Y is the largest population in earth's history, and iY kids are the largest portion of that generation. (Kindle Locations 254-255). The train wreck may also take the form of miserable relationship skills and low emotional intelligence. Because so much of their life is connected by technology, young people can fail to develop face-to-face people skills. Texting, for instance, just doesn't prepare them to interact in real relationship dilemmas. Durable and lasting relationships cannot be reduced to a few words on a screen. And trying to resolve a conflict or breaking up on a screen is a lazy person's solution. In my opinion, screens are for information not emotion. (Kindle Locations 310-314) Technology without maturity can be hazardous. They believe since they have mastered the virtual world, they have mastered the real world" creating artificial maturity. (Kindle Locations 332-333) those who lead multiple generations quickly learn that attention spans are shorter and communication must be more engaging. Kids today have attention spans that lie somewhere between 6-8 seconds. I believe the

issue is not a six-second attention span. The issue is that kids have well-developed filters because they digest so much information on any given day. Over 1,000 messages daily. Their brains are quicker than mine was at their age, as they've been conditioned to process more information, more rapidly. (Kindle Locations 377-381) When things come quick and easy, I fail to develop the emotional muscles I need—muscles that require intentional exercises to fully mature. (Kindle Locations 460-461). As a group, Generation iY is overwhelmed, overconnected, overprotected, and overserved. That's not the whole picture of course. Generation iY can also be energetic, confident, resourceful, creative, and capable. They dream big, they care about their friends, they thrive on activity. They do not accept the way things are done just because that is the way it has always been done. I can honestly say that some of my most meaningful relationships are with iYers! But I also believe it's time for a wake-up call when it comes to Generation iY. It's time that those of us who care about these kids—parents, teachers, coaches, youth workers, employers—pay attention to the way we're shaping them. (Kindle Locations 479-484)

In this updated 5th Anniversary Edition of Generation iY, Dr. Tim Elmore expands on his marvelous research, insights, passion and experience in engaging, trusting, training and raising our children and students to be responsible future leaders! Tim gives outstanding practical advice for parents, educators, and all who work with young people! I view this book as one of the most transformational and motivational pieces I have ever read! Our children are our future! Invest in them by reading this masterful book!

This is a MUST for anyone who is dealing with the next generation of students. I have been a Tim Elmore fan for a few years now and read the previous of this book and his Habitudes books. I believe that the Habitudes should be implemented in all our schools in the United States. This book was a very easy read and provided excellent examples in ways to reach and connect with this generation. Again, this book will help provide practical and meaningful ways to work with this next generation.

Tim Elmore's, Generation iY, was a great book in its original edition. The new updated and expanded 5th Anniversary Edition, brings to light new information and insight into the rapidly and ever changing discussion of how to reach children and students in this digital age. The addition of the Generation Z material, is an insightful resource, and a must read for anyone in education and

child development. Thank you Tim!

Once again, Tim Elmore does not disappoint! The updated and expanded Generation iY contains a wealth of knowledge for anyone who has a young adult or teaches young adults. As a principal of a middle school, I use information from Growing Leaders with my students, teachers, and parents. I greatly appreciate the updated information as this generation of student is constantly evolving.

Informative and essential for any parent, coach, teacher or employer! Tim Elmore and his staff have captured a look into the hearts and minds of one of the most unique generations in the history of our nation and our world. Technology has changed us and them, but Generation iY gives us the insight and tools to bring us into an understanding of one another. If you care about tomorrow, you will read this today!

Tim Elmore's Generation iY is one of the best tools to start a ministry with College students. If you want to know why your students think, act, and play the way that they do read this book. It is full of research and easy to read with tables and graphs throughout. Thanks Tim for keeping this one on the shelves.

Tim Elmore has done it again. This book is one of the best resources I have in my ministry library. Prior to this book, we did not have documented information on this generation of kids. This book is a must have for parents, teachers, ministry leaders and church volunteers.

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