**How to Reach Millennials and Gen Z with Biblical Truth**

Stunning new research conducted by Summit Ministries and the Barna Group reveals the dramatic influence of deadly worldviews. Dr. Myers dives deep into the research and discusses the techniques Summit Ministries has found to be proven effective in reaching this generation with truth.

**Dr. Jeff Myers** is president of Summit Ministries. As an educator and entrepreneur, Dr. Myers has become one of America’s most respected authorities on youth leadership development. Focus on the Family founder James Dobson referred to him as “a very gifted and inspirational leader.” Evangelist Josh McDowell called him “a man who is 100% sold out to preparing the next generation to reflect the character of Christ in the culture.” Through his speaking engagements and media appearances Dr. Myers has become a fresh voice offering humor and insight from a Christian worldview. He is the author of 14 books, including *Understanding the Faith, Understanding the Times,* and *Understanding the* *Culture* textbooks which are studied by tens of thousands of students. Dr. Myers holds a Doctor of Philosophy degree from the University of Denver. He continues to engage college students and adult learners by serving as a trustee of Colorado Christian University and through a Signature Leadership Course offered by Pearson Education. Jeff and his wife Stephanie and their family live in Colorado.

1. **% of Christian, church-attending millennials strongly agree or agree somewhat that** 
   1. 83% believe the root of society’s problem is that rich people exploit the system in a way that hurts the working class.
   2. 72% believe that meaning and purpose come from being one with all that is.
   3. 63% believe that what is morally right and wrong changes over time based on society.
   4. 60% believe that no one can know for certain what meaning and purpose there is to life.
   5. 50% believe that the root of society’s problem is failing to make society submit to God by force if necessary.
2. **Three Keys to Gaining Credibility**: Ethos, Pathos, Logos (know others exist, care about them, listen/know)
3. **Six Ways to Win Hearts and Minds**
   1. Encourage feedback
   2. Don’t be discouraged by resistance
   3. Avoid creating unsolvable fear
   4. Ask for things
   5. Offer a way to be consistent
   6. Be likeable and keep your mood positive!

**List of Additional Readings:**

*Understanding the Times* <http://webstore.summit.org/Store/Featured-Products/Understanding-the-Times.html>

*Understanding the Faith* <http://webstore.summit.org/Store/Curriculum-Homeschool-Understanding-the-Times-Series/Understanding-the-Faith-Student-Manual.html>

*Understanding the Culture* <http://webstore.summit.org/Store/Curriculum-Homeschool-Understanding-the-Times-Series/Understanding-the-Culture-Student-Manual.html>

*Tactics:* *A Game Plan for Discussing Your Christian Convictions*  <http://webstore.summit.org/Store/Featured-Products/Tactics-10th-Anniversary-Edition.html>

*Challenging Conversations:* *A Practical Guide to Discuss Controversial Topics in the Church* [*http://webstore.summit.org/Store/Featured-Products/Challenging-Conversations.html*](http://webstore.summit.org/Store/Featured-Products/Challenging-Conversations.html)

**Resources:**

[summit.org/programs/student-conferences/](https://www.summit.org/programs/student-conferences/) Summit students are challenged to articulate biblical truth and discern false worldviews which impact culture. They are encouraged to think deeper about their personal faith and convictions as they learn about life and identity, leadership, and many more relevant issues.

[summit.org/programs/summit-semester/](https://www.summit.org/programs/summit-semester/) Summit Semester trains students to live well by worshipping God with their head, heart, and hands. Students escape the virtual world and enter into authentic relationships in a rustic mountain retreat setting for three months.

[axis.org/](https://axis.org/) Axis is your partner and guide to deepening your relationship with your kid by having an ongoing conversation aimed at leading them into a lifelong faith in Jesus.