



**the outcomes  
conference**

*therefore* ►

# How Then Shall We Lead

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# HOW IS THE WORLD CHANGING?

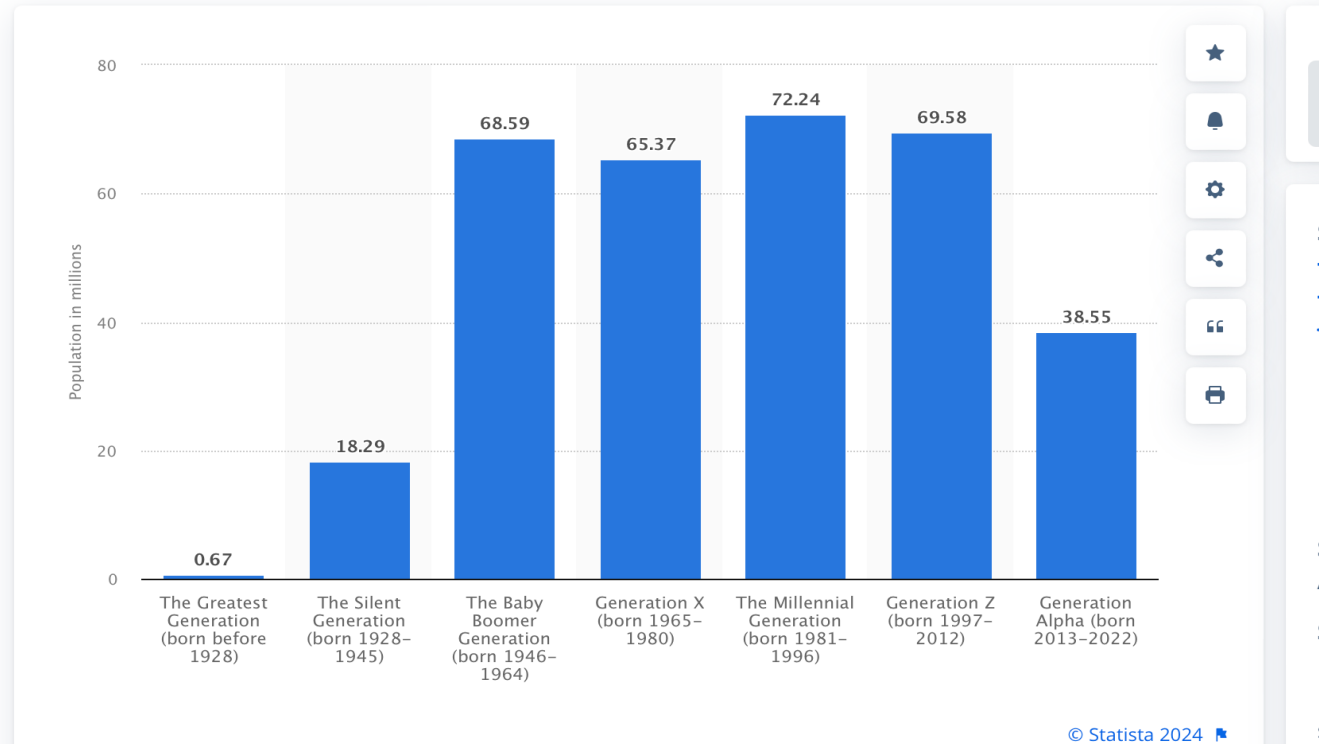
# A (Rapidly) Changing World

FACT: Christians are facing unprecedented pressure to conform to frequently changing cultural norms that are increasingly fundamentally against Biblical values and Biblical truth.

This trend is accelerating

# Generations

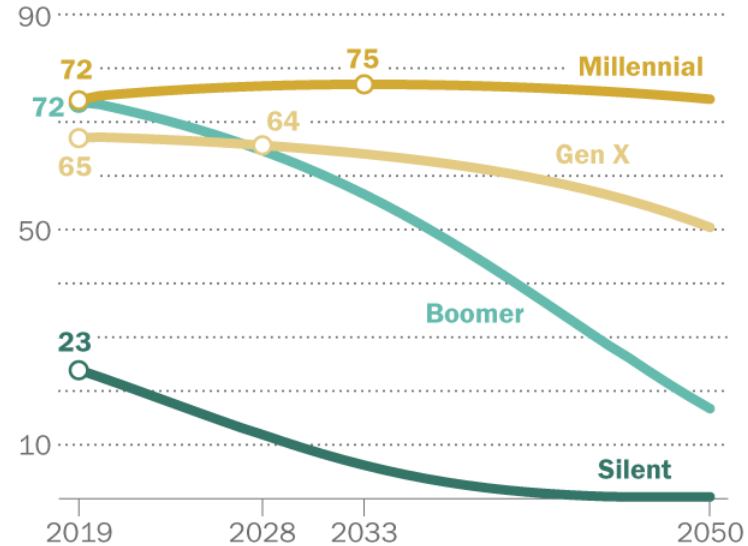
## Resident population in the United States in 2022, by generation *(in millions)*



# Generations

## Projected population by generation

*In millions*



✓ Note: Millennials refer to the population ages 23 to 38 as of 2019.

Source: Pew Research Center tabulations of U.S. Census

✓ Bureau population estimates released April 2020 and population projections released December 2017.

PEW RESEARCH CENTER

# Gen Z and mental health

Regarding the stats, it's clear that Gen Z is struggling. A 2022 survey of Gen Z young adults (ages 19 through 24) found that 42% are diagnosed with a mental health condition. Of these people, 26% were diagnosed during the COVID-19 pandemic, which worsened mental health for many people of all ages. The four most common diagnoses among the survey respondents were anxiety, depression, attention-deficit/hyperactivity disorder (ADHD), and post-traumatic stress disorder. Sadly, one in four respondents said they had more bad than good days within a one-month period.

Furthermore, according to the American Psychological Association, 27% of Gen Zers say that their mental health is fair or poor, as opposed to 15% of millennials (born between 1981 and 1996) and 13% of Gen Xers (born between 1965 and 1980) who reported the same. A whopping 91% of Gen Z young adults say they've had one or more symptoms of stress, including:

- Feeling sad or depressed
- Having a lack of interest in activities
- Having a lack of energy
- Having a lack of motivation

The numbers don't look great for Gen Z adolescents, either. Recent CDC data found the following among high school students:

- 29% experience poor mental health
- 42% have persistent feelings of sadness or hopelessness
- 22% have considered suicide
- 18% have made a suicide plan
- 10% have attempted suicide

## In U.S., Decline of Christianity Continues at Rapid Pace

*An update on America's changing religious landscape*

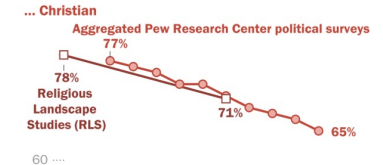


(Sungjin Ahn photography/Getty Images)

The religious landscape of the United States continues to change at a rapid clip. In Pew Research Center telephone surveys conducted in 2018 and 2019, 65% of American adults describe themselves as Christians when asked about their religion, down 12 percentage points over the past decade. Meanwhile, the religiously unaffiliated share of the population, consisting of people who describe their religious identity as atheist, agnostic or “nothing in particular,” now stands at 26%, up from 17% in 2009.

### In U.S., smaller share of adults identify as Christians, while religious ‘nones’ have grown

% of U.S. adults who identify as ...

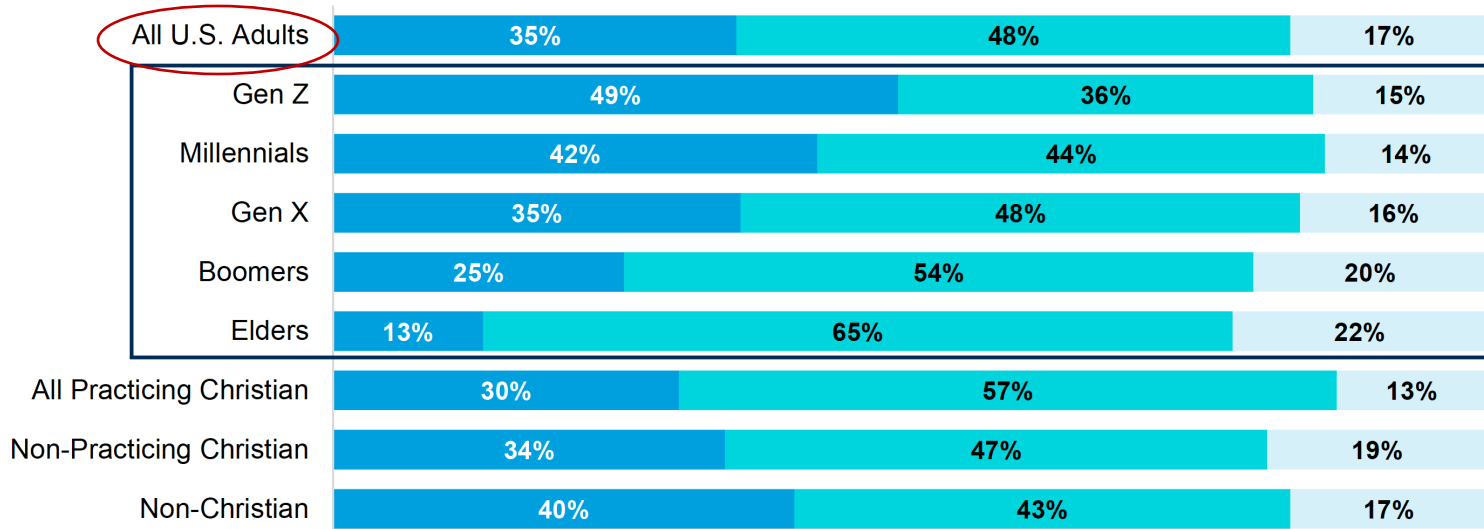


# Generational Shift in Values

*If given the choice between purchasing a good (such as an article of clothing or household item) in which a portion of the proceeds support an important cause (such as hunger or poverty) or donating directly to a charity supporting that same cause, which would you choose?*



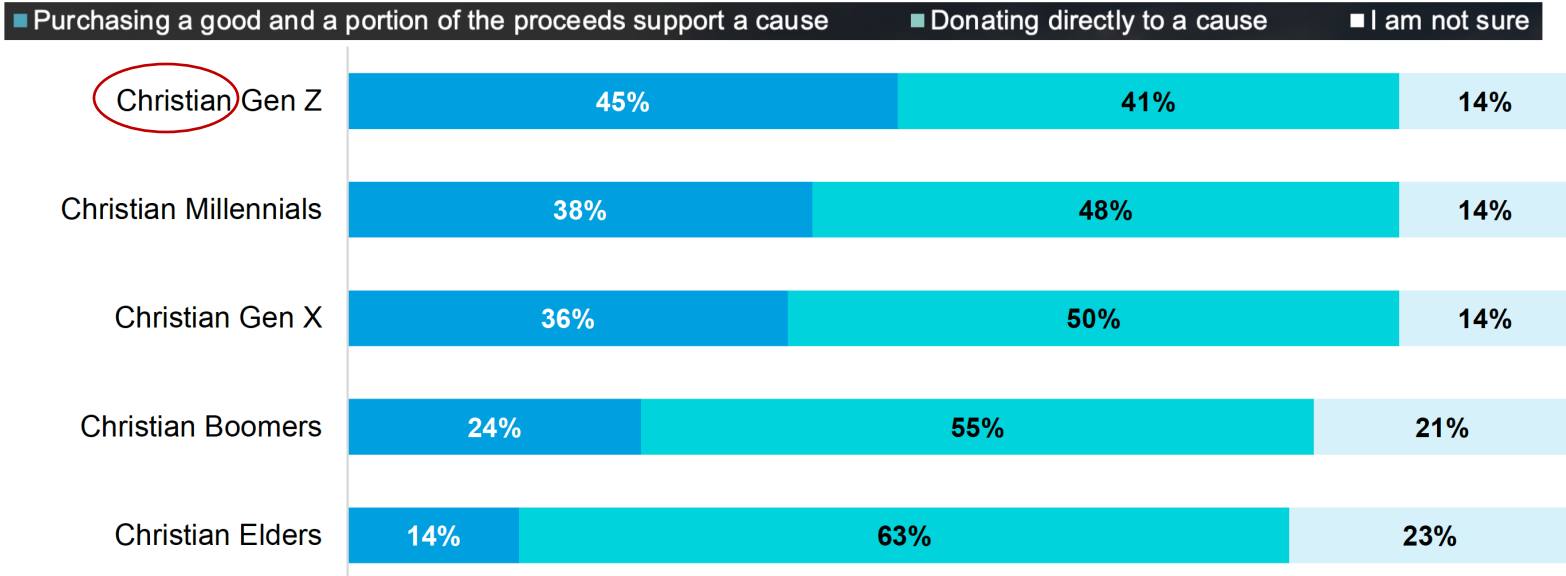
■ Purchasing a good and a portion of the proceeds support a cause   ■ Donating directly to a cause   ■ I am not sure





# Generational Shift in Values

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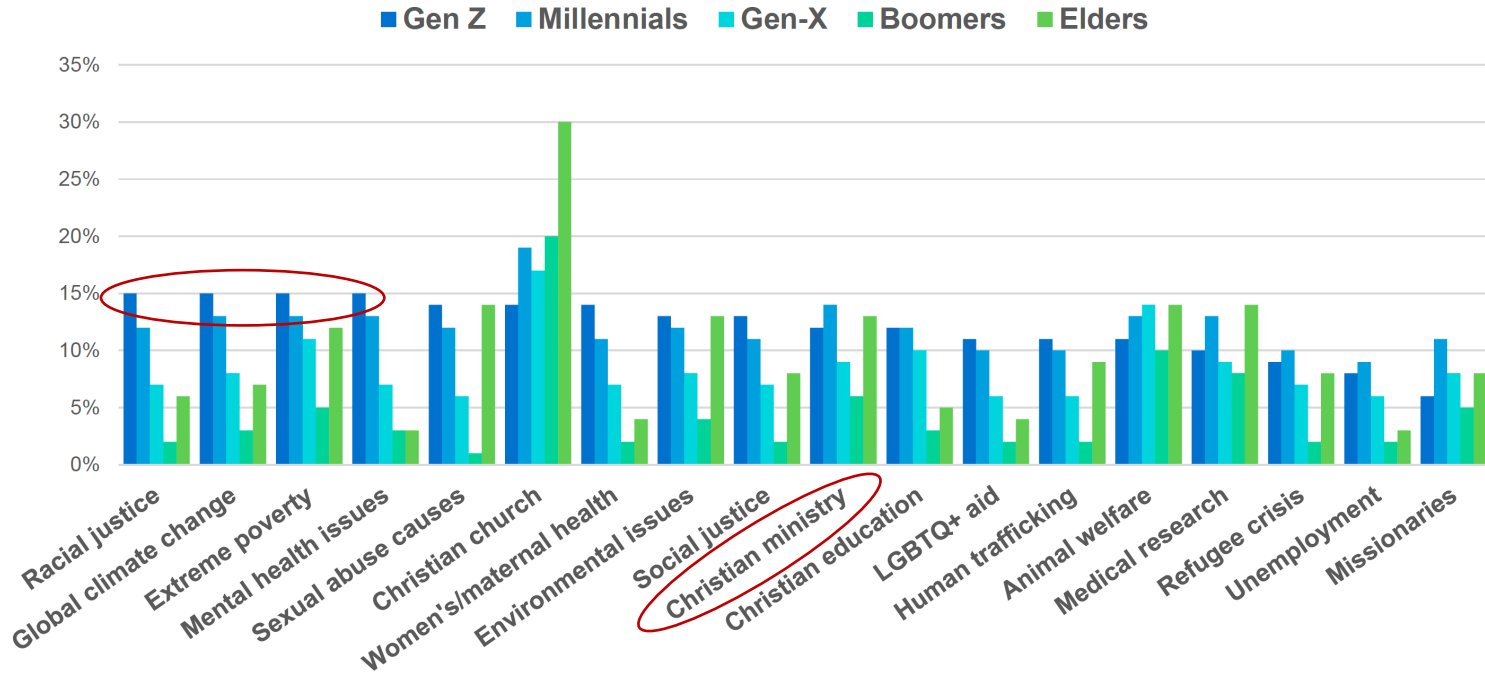
\* Source: AmPhil and Barna 2024 Trends Report

# Generational Shift in Values

AmPhil  
STRENGTHENING CIVIL SOCIETY

Barna

## Which are you currently donating money to?



Barna Group, n=2,100 U.S. Adults, July 2023

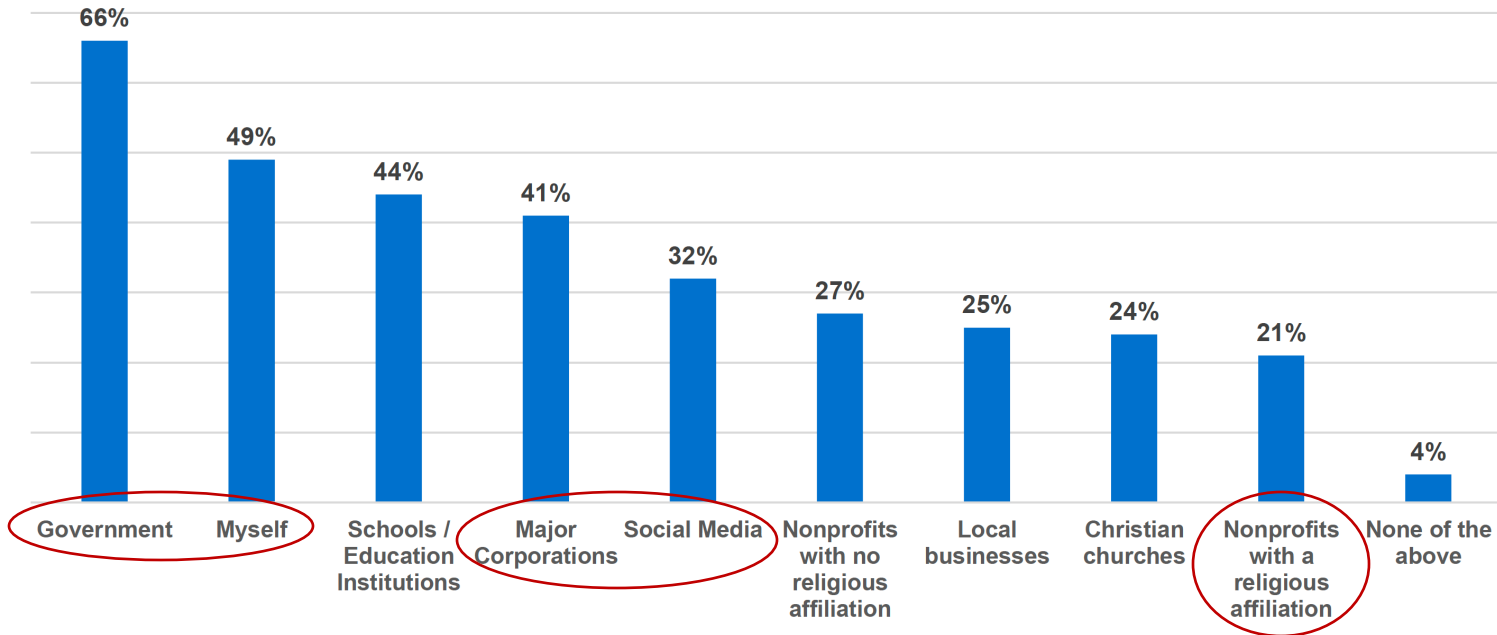
\* Source: AmPhil and Barna 2024 Trends Report

# Generational Shift in Values

When you think about the issues that concern you the most, which of the following do you believe are responsible to create meaningful change? Select all that apply

AmPhil  
STRENGTHENING CIVIL SOCIETY

Barna



Barna Group, n=2,000 U.S. Adults, June 2023

\* Source: AmPhil and Barna 2024 Trends Report

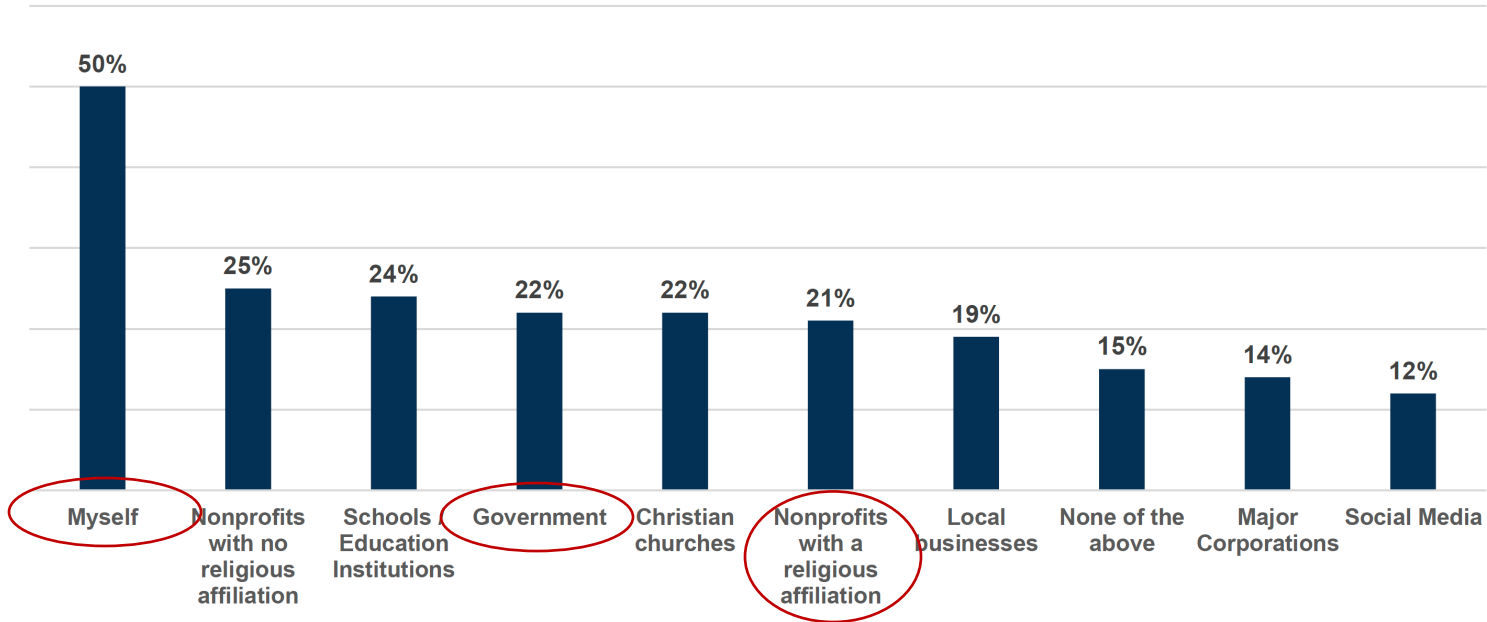
# Generational Shift in Values

Still thinking about the issues that concern you the most, which of the following do you trust to create meaningful change?

Select all that apply

AmPhil  
STRENGTHENING CIVIL SOCIETY

Barna



Barna Group, n=2,000 U.S. Adults, June 2023

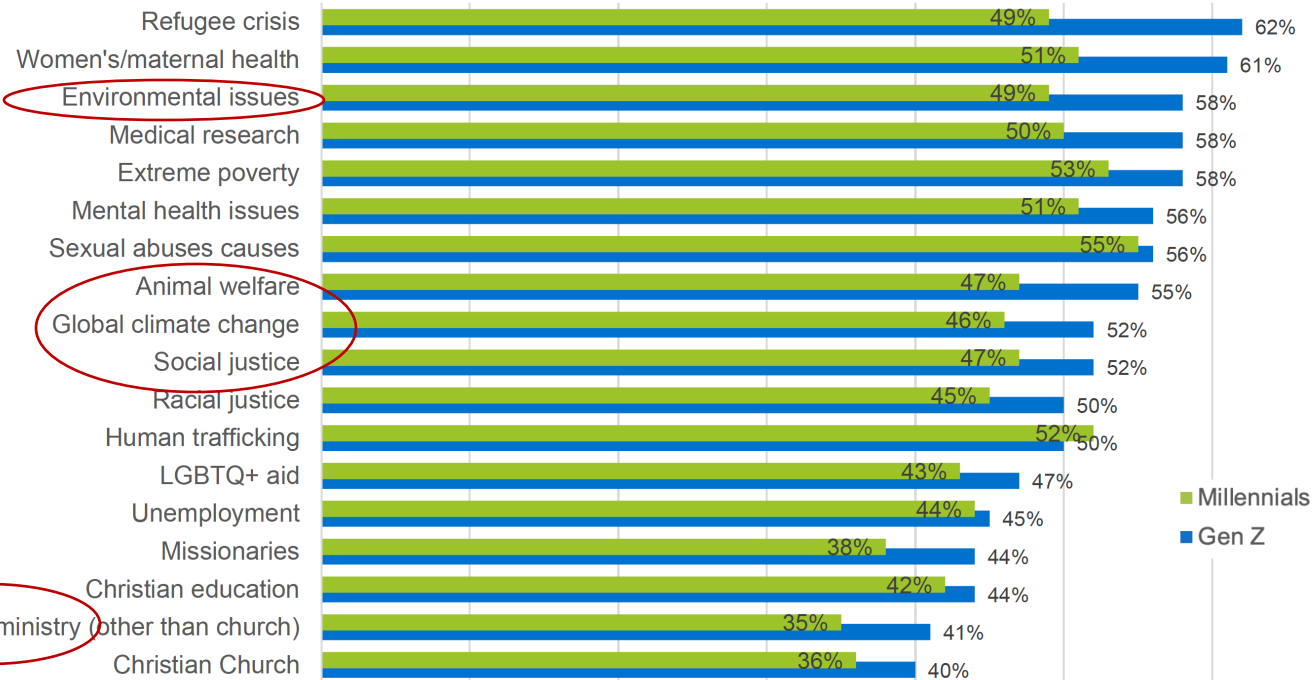
\* Source: AmPhil and Barna 2024 Trends Report

# Generational Shift in Values

## Where younger generations “would consider donating”

AmPhil  
STRENGTHENING CIVIL SOCIETY

Barna



n=2,025 U.S. 13-21-year-olds, July 21–August 24, 2021.

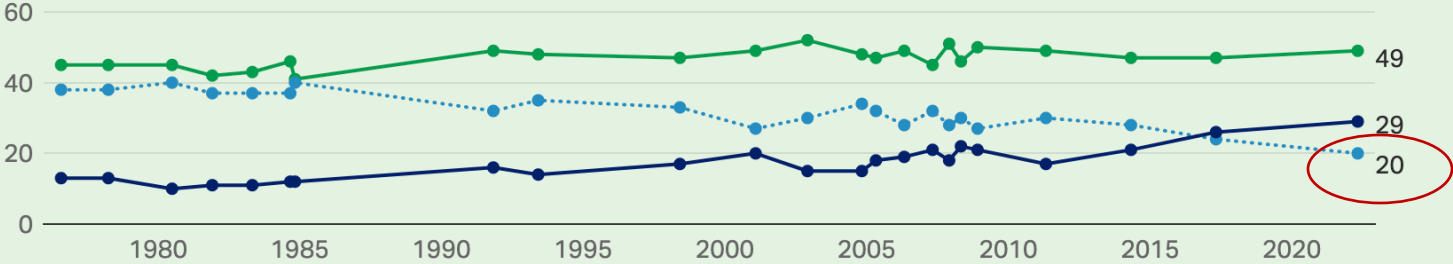
\* Source: AmPhil and Barna 2024 Trends Report

# Bible as TRUTH

## Americans' Views of the Bible

Which of the following statements comes closest to describing your views about the Bible?

- % Actual word of God, to be taken literally
- % Inspired by God, not all to be taken literally
- % Fables, history, moral precepts recorded by man



Get the data

GALLUP

\* Source: 2022 Gallup Poll

# Giving by Generation

## 2) Baby Boomers (1946-1964)

- 72% give to charity, donating an annual average of \$1,212 across an average of 4.5 organizations\*\*
- 23.6% of the US population, but account for 43% of total US giving\*
- 24% of Boomers say they were prompted to give an online donation because of direct mail they received\*

As one of the most philanthropic generations, Baby Boomers have had a considerable impact on the charitable sector. Having lived through significant historical events, many Boomers feel a sense of responsibility to give back to society. They often prefer to support traditional, well-established organizations with a proven track record of impact. Religious institutions, universities, and healthcare charities tend to receive substantial contributions from this generation. Baby Boomers are also more likely to engage in offline giving, such as writing checks or attending fundraising events.

**Preferred contact methods:** Voice calls, Text or SMS messaging, email, social media posts

**Preferred donation methods:** Online giving

## 3) Generation X (1965-1980)

- Average annual gift of \$732 across four charities.
- Lead in annual volunteer hours served.++
- 20.4% of the US population and account for 22% of giving in the US\*
- Email prompted 31% of online donations made by Gen Xers\*

Generation X, sandwiched between Baby Boomers and Millennials, has its distinct approach to philanthropy. This generation is characterized by its pragmatism and independence. They value transparency and are more inclined to research organizations before donating. Gen Xers often prefer to support causes that directly impact their communities. Environmental issues, education, and children's welfare are some of the areas that resonate with this generation. They are comfortable with both online and offline giving, utilizing various digital platforms and crowdfunding campaigns.

**Preferred contact methods:** Voice calls, Text or SMS messaging, email, social media posts

**Preferred donation methods:** Online giving

# Giving by Generation

## 4) Millennials (1981-1996)

- **84% give to charity, donating an annual average of \$481 across 3.3 organizations\*\***
- **25.9% of US population but account for only 11% of giving in the US\***
- **47% of Millennials gave through an organization's website in 2016\***

Millennials, often praised for their strong sense of social responsibility, are reshaping the charitable landscape. They prioritize causes that align with their values and are highly engaged in peer-to-peer fundraising. Online giving is their forte, with crowdfunding platforms and social media serving as powerful tools to raise awareness and funds. Millennials also value a sense of personal connection with the causes they support, preferring to donate to smaller, grassroots organizations and social enterprises.

**Preferred contact methods:** Text or SMS messaging and social media posts

**Preferred donation methods:** Online giving+

## 5) Generation Z (1997-2012)

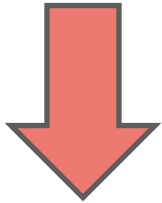
- **Prefer smaller, grassroots causes and organizations.\*\*\***
- **Donate their time and spread the word on social media.**
- **59% of Gen Zs are inspired to donate to charity by a message/image they saw on social media.\***

Often referred to as the Activist Generation, Gen Z is just starting to make its mark on charitable giving. They are highly tech-savvy, having grown up with smartphones and social media. This generation is more likely to participate in virtual events, such as online charity streams and challenges. Gen Z tends to support causes that focus on diversity, inclusion, and sustainability. They are drawn to interactive and gamified approaches to philanthropy, seeking immediate and visible impact.



# Anecdotal Personal Experience

For those ministries who stand true to Biblical values, especially those who are vocal about it. A 2023 Fundraising snapshot:



In Number of Givers



In giving from those who are “sold out” to the purpose/cause and standing up for Truth

# HOW DO LEADERS REACT?

# Two Choices

## 1. Stand for Truth

### **To the Church in Laodicea: Revelation 3**

<sup>14</sup> “To the angel of the church in Laodicea write: These are the words of the Amen, the faithful and true witness, the ruler of God’s creation. <sup>15</sup> I know your deeds, that you are neither cold nor hot. I wish you were either one or the other! <sup>16</sup> So, because you are lukewarm—neither hot nor cold—I am about to spit you out of my mouth.

## 2. Capitulate to cultural pressure and compromise

# Stand for Truth

## 1. Stand for Truth: There will be consequences

John 16

**33** "I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world."

### **The Narrow and Wide Gates**    Matthew 7

**13** "Enter through the narrow gate. For wide is the gate and broad is the road that leads to destruction, and many enter through it. **14** But small is the gate and narrow the road that leads to life, and only a few find it.

### **True and False Prophets**

**15** "Watch out for false prophets. They come to you in sheep's clothing, but inwardly they are ferocious wolves. **16** By their fruit you will recognize them. Do people pick grapes from thornbushes, or figs from thistles? **17** Likewise, every good tree bears good fruit, but a bad tree bears bad fruit. **18** A good tree cannot bear bad fruit, and a bad tree cannot bear good fruit. **19** Every tree that does not bear good fruit is cut down and thrown into the fire. **20** Thus, by their fruit you will recognize them.

# Stand for Truth

## 1. Stand for Truth: There will be consequences

### **The Wise and Foolish Builders** Matthew 7

<sup>24</sup> "Therefore everyone who hears these words of mine and puts them into practice is like a wise man who built his house on the rock. <sup>25</sup> The rain came down, the streams rose, and the winds blew and beat against that house; yet it did not fall, because it had its foundation on the rock. <sup>26</sup> But everyone who hears these words of mine and does not put them into practice is like a foolish man who built his house on sand. <sup>27</sup> The rain came down, the streams rose, and the winds blew and beat against that house, and it fell with a great crash."

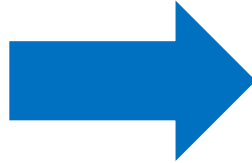
### **Jesus the Great High Priest** Hebrews 4

<sup>14</sup> Therefore, since we have a great high priest who has ascended into heaven,<sup>[1]</sup> Jesus the Son of God, let us hold firmly to the faith we profess. <sup>15</sup> For we do not have a high priest who is unable to empathize with our weaknesses, but we have one who has been tempted in every way, just as we are—yet he did not sin. <sup>16</sup> Let us then approach God's throne of grace with confidence, so that we may receive mercy and find grace to help us in our time of need.

# Stand for Truth

## 3 Practical Steps

1. Be **Clear**
2. Be **Aware**
3. Be **Prepared**
  - Prayer
  - Plan
  - Release



## 3 Questions To Ask

1. Does the issue or opportunity go against your mission, values or clear Biblical directives?
2. What are the implications of standing for Truth?
3. What alternatives do I have if I must stop doing something?

# Stand for Truth

## Seek Wise Counsel:

Prov. 15:22, *“Without counsel purposes are disappointed: but in the multitude of counsellors they are established.”*

Prov. 1:5, *“A wise man will hear, and will increase learning; and a man of understanding shall attain unto wise counsels:”*

Prov. 12:15, *“The way of a fool is right in his own eyes: but he that listens to counsel is wise.”*

Prov. 19:20-21, *“Hear counsel, and receive instruction, that thou mayest be wise in thy latter end. There are many devices in a man’s heart; nevertheless the counsel of the Lord, that shall stand.”*

## Trust in the Lord

2 Chronicles 20:

*He said: “Listen, King Jehoshaphat and all who live in Judah and Jerusalem! This is what the Lord says to you: ‘Do not be afraid or discouraged because of this vast army. For the battle is not yours, but God’s. 16 Tomorrow march down against them. They will be climbing up by the Pass of Ziz, and you will find them at the end of the gorge in the Desert of Jeruel. 17 You will not have to fight this battle. Take up your positions; stand firm and see the deliverance the Lord will give you, Judah and Jerusalem. Do not be afraid; do not be discouraged. Go out to face them tomorrow, and the Lord will be with you.’”*

# Leadership Attributes

## 5 Attributes of Leaders Withstand the Culture and Stand For Truth

1. In the Word
2. Prayerfully active
3. Fear God more than man
4. Truly understand God is in charge
5. Plan for the inevitable

“The Lord is with me; I will not be afraid. What can mere mortals do to me?”

*Psalm 118:6*



## Other Resources\*

*A Daring Faith in A Cowardly World*

by Ken Harrison

*Available at Amazon and other retailers*

*ACCFS Christian Counseling Blog*

<https://accounseling.org/category/spiritualgrowth/decisionmaking/>

*The Heritage Foundation*

<https://www.heritage.org/conservatism/commentary/seven-steps-surviving-cancel-culture>

*Alliance Defending Freedom*

<https://adflegal.org/issues/religious-freedom>

“The Lord is near to all who call on him, to all who call on him in truth”

*Psalms 145:18*

# Thank You!

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