GEN

ALPHA

IS COMING

ologie®

Alphas are the future, and they know it.

They have information – lots of it – at the tip of their fingers and the sound of their voice.

They know enough to feel concerned and feel inspired, they're quick to build networks, and they're confident in the power of their digital skills.

They are change makers in the making.

Plugged in and globally aware, members of Gen Alpha are already developing a social conscience and confidence in their ability to effect change. Their desire for collaboration, inclusion, and representation is a legacy of their parents and an outgrowth of the agency they have in their digital world.