



TALKING ABOUT REJUVENATION

Kiwanis for Gen X, Y and Z



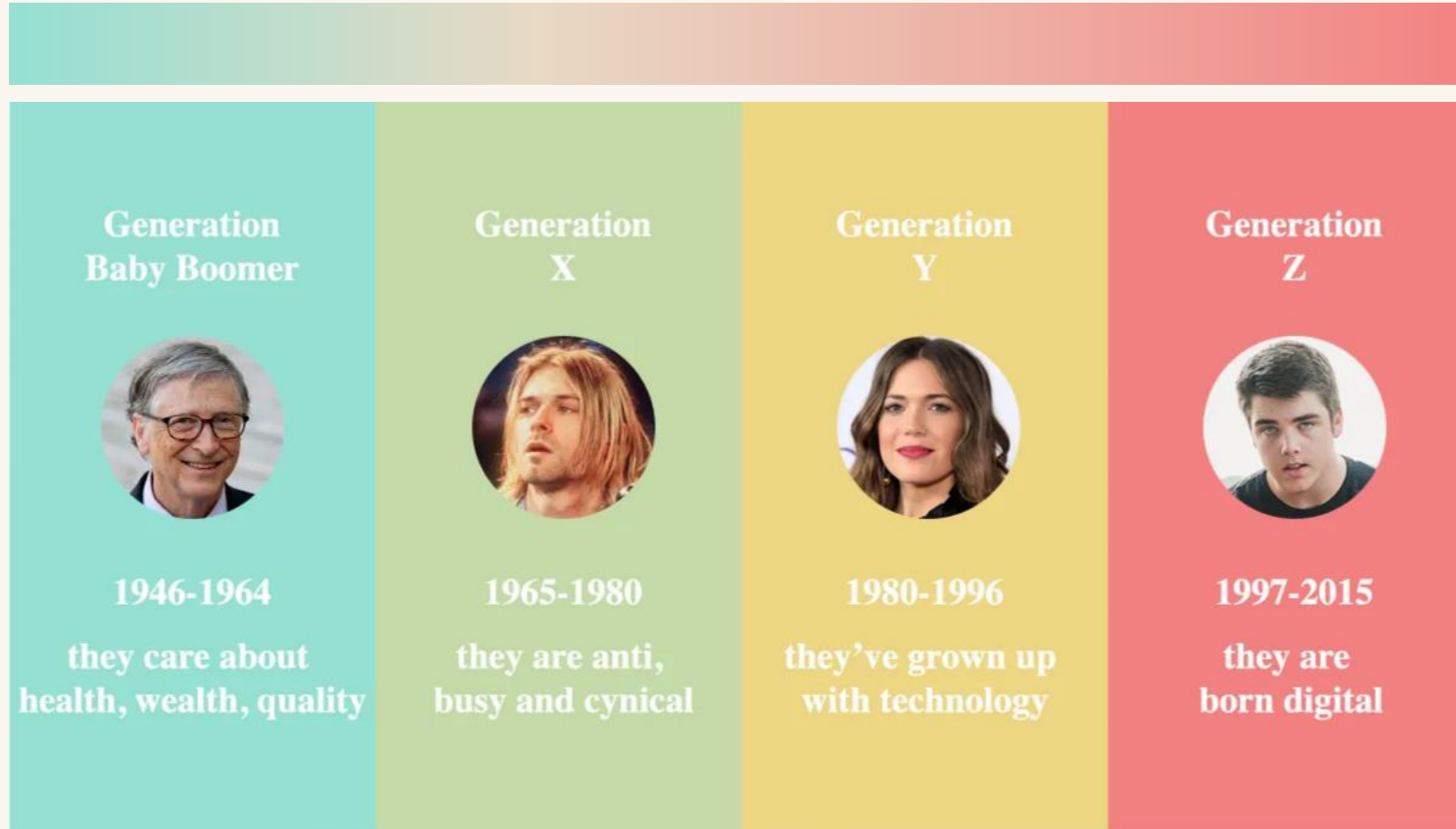
Popularity of service clubs by different generations

Boomers

Gen X

Millennials

Gen Z



Popularity of service clubs by different generations

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Service clubs are **out-dated**

Service clubs are **old-fashioned**

Service clubs are **not open, not accessible**

Service clubs are **not open to change**



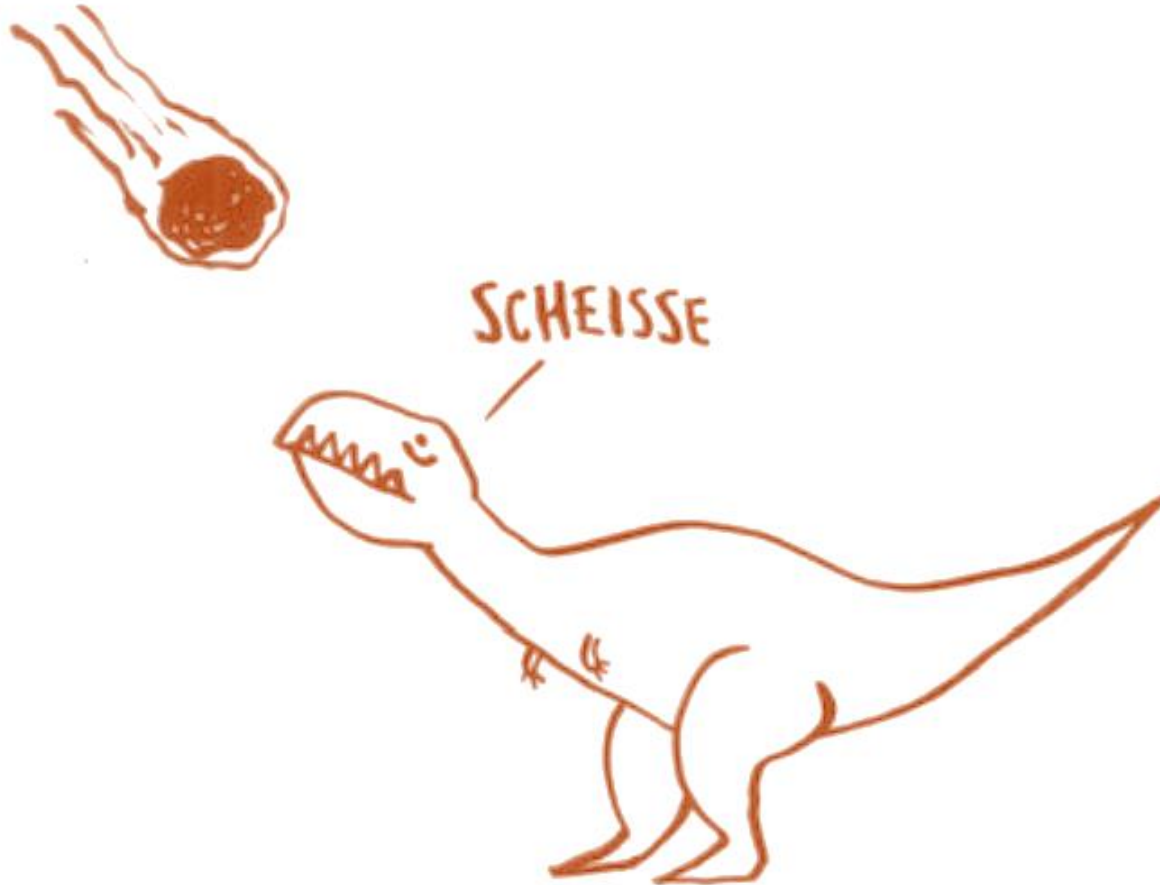
Interest more in **project based involvement**

Interest more in **concrete things**

Interest more in **timed and efficient involvement**

Interest more in **concrete impact by engagement**
(helping as service, not giving cheques as service)

Rejuvenation



**IF WE FAIL
TO ADAPT,**

**WE FAIL
TO MOVE FORWARD**

(John Wooden)



Tradition

Old ways won't open new doors.

- Young people are not attracted
 - **by the traditional meetings, the protocols, the way ego is playing, the formalities, the lack of digitalization,...**
- Even when we say a lot "we rejuvenate", we don't do it (enough), and (some) (older) people block it even.
- **What can we, what can you, really do about to have effective change?**



Tradition

Tradition is peer pressure from dead people.

- too many old-fashioned ways of operating
- Many ways of operating of (older) clubs are not interesting to people younger than 50 years old/young.

KEEP	ADD
What is well working What is inspiring all people: <ul style="list-style-type: none">• social projects• Impact• making the difference	What we miss (NEW WAYS!)
CHANGE	REMOVE
The ways <ul style="list-style-type: none">• we operate• we meet "Younger" leadership: <ul style="list-style-type: none">• Not necessarily in age, but in mind for sure!	Obstacles: <ul style="list-style-type: none">• Outdated admission procedures• Outdated ways of 'being' Ego

Popularity of service clubs by different generations

Boomers

Gen X

Millenials

Gen Z

Gen Alpha



Characteristics of different generations

Boomers



1946-1964

Gen X



1965-1980

Millenials



1981-1996

Gen Z



1997-2012

Gen Alpha



2013-2025

Characteristics of different generations

Boomers



1946-1964



Live to work

Gen X



1965-1980



Work to live

Millennials



1981-1996



Work-life balance

Gen Z



1997-2012



Work as part of life

Gen Alpha



2013-2025

Working HARD



Working SMART

Characteristics of different generations

Boomers



1946-1964



Gen X



1965-1980



Millennials



1981-1996



Gen Z



1997-2012



Gen Alpha



2013-2025



**Known
for:**

**idealism
social activism**

**independence
adaptability**

**Diversity
Digital literacy**

**Tech savviness
Creativity**

**Constant
connectivity**

Sound devices

Boomers



1946-1964



Gen X



1965-1980



Millenials



1981-1996



Gen Z



1997-2012



Gen Alpha



2013-2025



Key technology

Boomers



1946-1964

Television



Gen X



1965-1980

Personal computer



Millennials



1981-1996

Tablet / smartphone



Gen Z



1997-2012

Game console



Gen Alpha



2013-2025

VR (virtual reality)



Communication

Boomers



1946-1964



Gen X



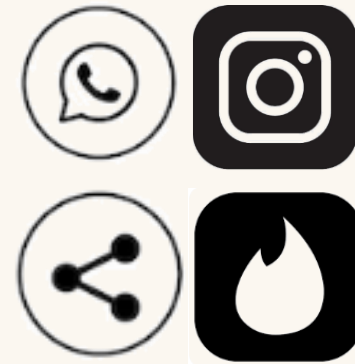
1965-1980



Millennials



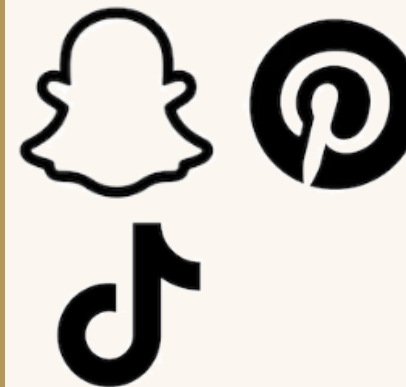
1981-1996



Gen Z



1997-2012



Gen Alpha



2013-2025



Influencers

Boomers



1946-1964



Experts

Gen X



1965-1980



Practitioners

Millennials



1981-1996

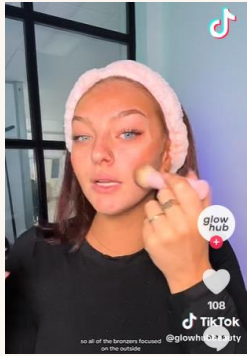


Peers

Gen Z



1997-2012

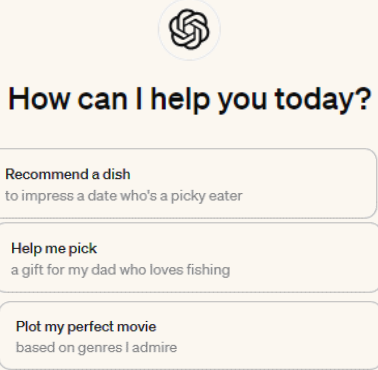


Social Forums

Gen Alpha



2013-2025



Chatbots

Marketing

Boomers



1946-1964



**Broadcast
(mass)**

Gen X



1965-1980



**Direct
(targetted)**

Millenials



1981-1996

Instagram



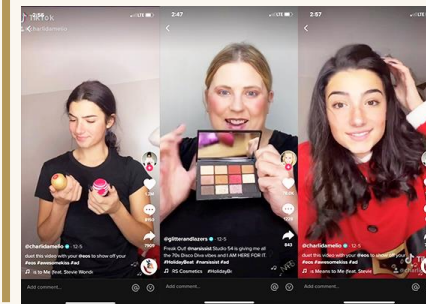
**Online
(linked)**

Gen Z



1997-2012

TikTok



**Digital
(social)**

Gen Alpha



2013-2025



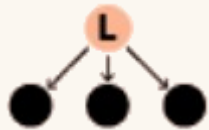
Real-time

Leadership preferences

Boomers



1946-1964

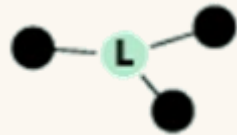


Directing

Gen X



1965-1980

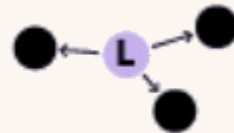


Coordinating

Millennials



1981-1996



Guiding

Gen Z



1997-2012



Empowering

Gen Alpha



2013-2025



Co-creating

SMALL GROUP WORK



SMALL GROUP WORK

3 people per group

- **1 group reporter**
- **1 green/yellow post-it reporter**
- **1 red post-it reporter**



Which generations do we have in our club ?

Boomers



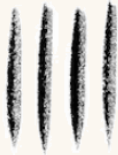
1946-1964



Gen X



1965-1980



Millenials



1981-1996



Gen Z



1997-2012

Gen Alpha



2013-2025

What do they like/dislike about our club culture?

Boomers



1946-1964



Gen X



1965-1980



Millenials



1981-1996



Gen Z



1997-2012



Gen Alpha



2013-2025



Our club culture & club operations



**Club
protocols
habbits &
traditions**



**Style of our
meetings
(dress code,
place,...)**



**Cooperation &
teamwork**



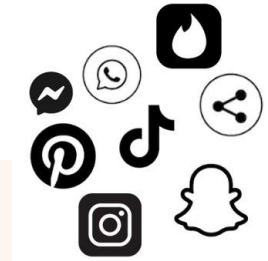
**Fun &
motivators**

Our club culture & club operations



**The balance
between
service and
philantropy ?**

WHAT ABOUT ?



**How do we
communicate and
use modern tools
(digitalisation) ?**

STYLE - HOW ?



**Leadership
styles, team
work and how
we decide**

WHO & HOW ?



**Impact &
efficiency of our
activities?**

RESULTS - WHAT ?

How can we open up to younger generations?



Less formal
More creative
More diverse



Innovative &
more digital



Co-creation



Fun &
gamification

What do I want to try out ?



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(John Wooden)

