



TALKING ABOUT REJUVENATION



Kiwanis for Gen X, Y and Z

Boomers



Gen X



Millenials



Gen Z



Gen Alpha



BORN

geboren

1946-1964

1965-1980

1981-1996

1997-2012

2013-2025

KNOWN FOR

bekannt für



**idealism
social activism**
Idealismus
Sozialer Aktivismus



**independence
adaptability**
Unabhängigkeit
Anpassungsfähigkeit



**Diversity
Digital literacy**
Diversität
Digitale Kompetenz



**Tech savviness
Creativity**
Tech-Retter
Kreativität



**Constant
connectivity**
Ständige Konnektivität

WORKING

arbeiten



leben um zu arbeiten
Live to work



arbeiten um zu leben
Work to live



**Work-life
balance**



**Work as
part of life**

Arbeit als Teil
des Lebens

Working HARD

Working SMART

**MUSIC
DEVICES**

Musikgeräte



Fernsehen
Television



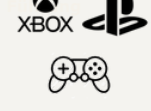
**Personal
computer**



**Tablet /
smartphone**



Spielkonsole
Game console

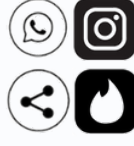
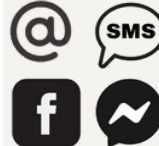


Virtuelle Realität
**VR (virtual
reality)**



COMMUNICATION

Kommunikation



INFLUENCERS

Beeinflusser



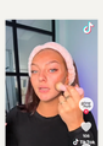
Experts
Experten



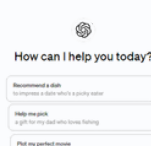
Practitioners
Praktiker



Peers
Gleichaltrige



Social Forums
Sozialforen



Chatbots

MARKETING

Vermarktung



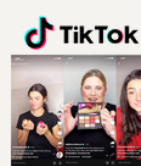
**Broadcast
(mass)**
Rundfunk (Masse)



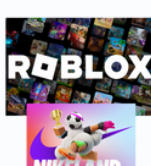
**Direct
(targetted)**
Direkt
(zielgerichtet)



**Online
(linked)**
Online (verlinkt)



**Digital
(social)**
Digital (sozial)



Real-time
Realzeit

**LEADERSHIP
PREFERENCES**

Führungspräferenzen



Directing
Leitung



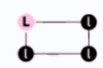
Coordinating
Koordinierung



Guiding
Führung



Empowering
Befähigung



Co-creating
Mitgestaltung



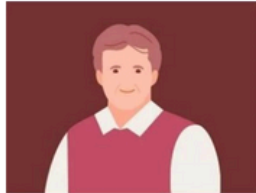
Join via
www.slido.com
#workshop

Boomers



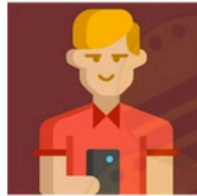
1946-1964

Gen X



1965-1980

Millenials



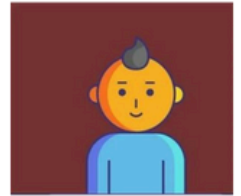
1981-1996

Gen Z



1997-2012

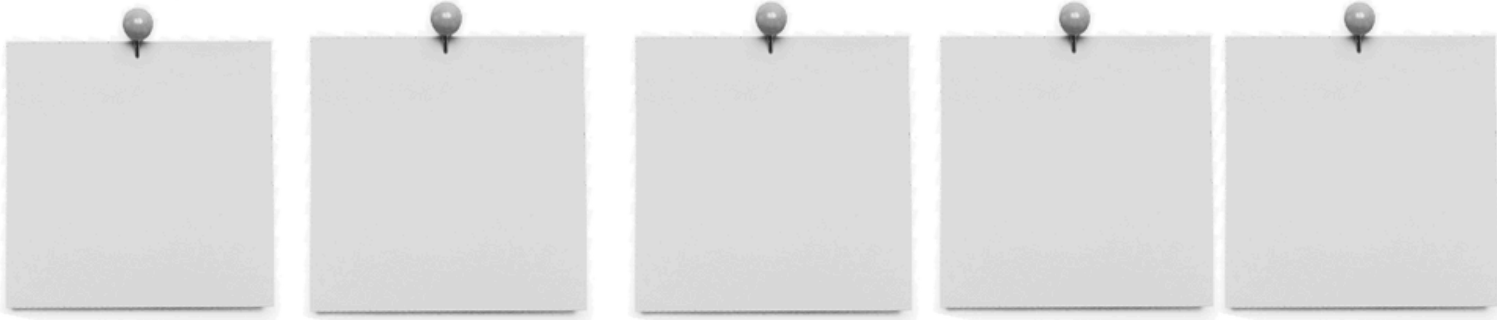
Gen Alpha



2013-2025

Welche Generationen haben wir in unseren Clubs?

Which generations do we have in our club ?



Was gefällt oder missfällt ihnen an unserer Kultur?

What do they like/dislike about our club culture?



Was gefällt oder missfällt ihnen an unserer Kultur?

What do they like/dislike about our club culture?



Club protocols habits & traditions

Clubprotokolle Gewohnheiten und Traditionen



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

Stil unserer Treffen (Kleiderordnung, Ort, ...)



Cooperation & teamwork

Kooperation und Teamarbeit



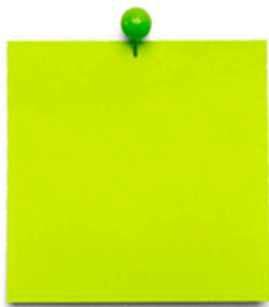
Fun & motivators

Spaß und Motivatoren

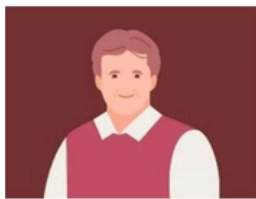
Boomers



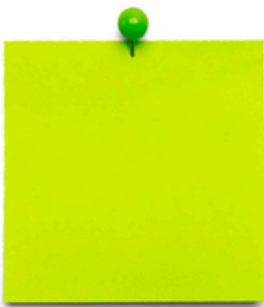
1946-1964



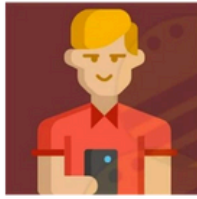
Gen X



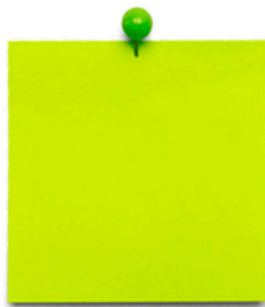
1965-1980



Millenials



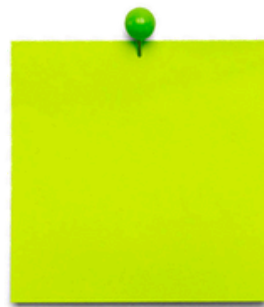
1981-1996



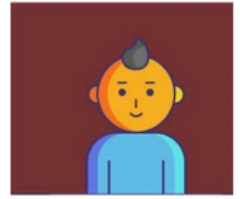
Gen Z



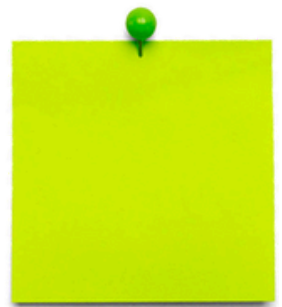
1997-2012



Gen Alpha



2013-2025



Was gefällt oder missfällt ihnen an unserer Kultur?

What do they like/dislike about our club culture?



The balance between service and philanthropy ?

Das Gleichgewicht zwischen Dienstleistung und Philantropie?

WHAT ABOUT ?
Worüber?



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

Wie kommunizieren wir und nutzen wir moderne Werkzeuge (Digitalisierung)?

STYLE - HOW ?
Stil - Wie?



Leadership styles, team work and how we decide

Leitungsstil, Teamarbeit und wie wir entscheiden

WHO & HOW ?
Wer und Wie?



Impact & efficiency of our activities?

Wirkung und Effizienz unserer Aktivitäten?

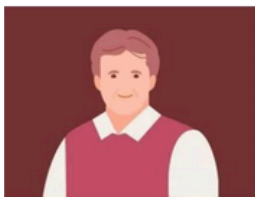
RESULTS - WHAT ?
Ergebnisse - Was?

Boomers



1946-1964

Gen X



1965-1980

Millenials



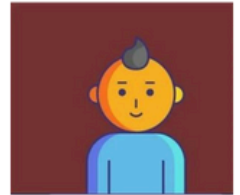
1981-1996

Gen Z

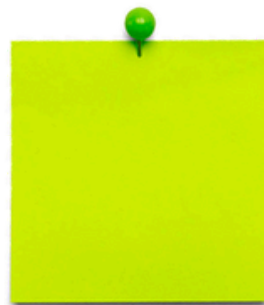
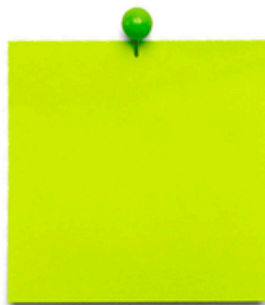
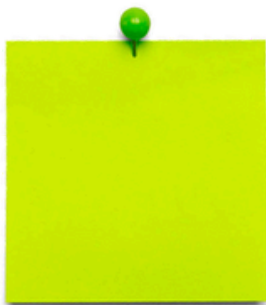
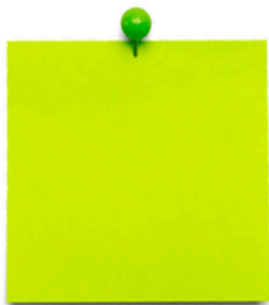


1997-2012

Gen Alpha



2013-2025



Wie können wir uns den jüngeren Generationen öffnen?

How can we open up to younger generations?



Less formal
More creative
More diverse

*Weniger formell
Kreativer
Vielfältiger*

**Innovative &
more digital**

Innovativ und digitaler

Co-creation

Ko-Kreation

**Fun &
gamification**

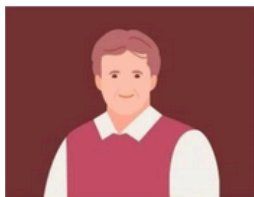
Spaß und Spielerei

Boomers



1946-1964

Gen X



1965-1980

Millenials



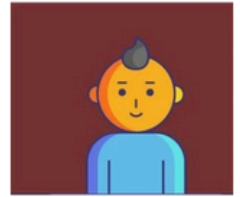
1981-1996

Gen Z

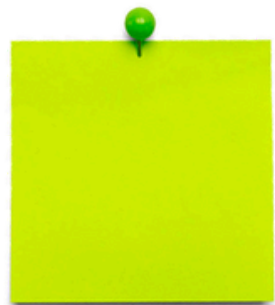
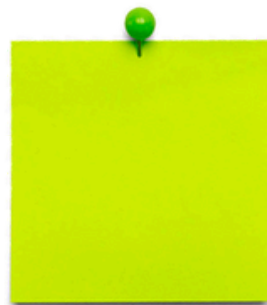
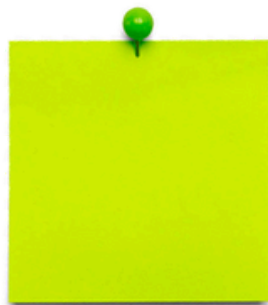
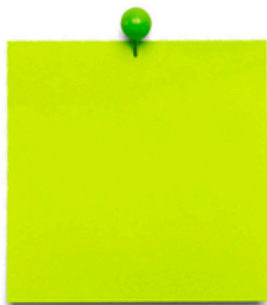
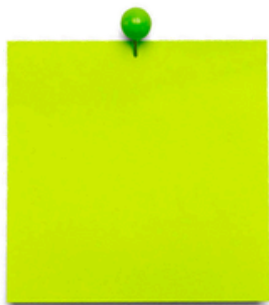


1997-2012

Gen Alpha



2013-2025



Was möchte ich ausprobieren?

What do I want to try out ?



**IF WE FAIL
TO ADAPT,**



**WE FAIL
TO MOVE FORWARD**

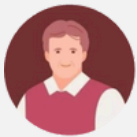
(John Wooden)

Wenn wir uns nicht anpassen, kommen wir nicht voran

John Wooden

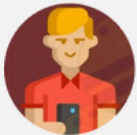
Key message to my club

Schlüsselbotschaft an meinen Club



Key message 1:

Schlüsselbotschaft 1



Key message 2:

Schlüsselbotschaft 2



Key message 3:

Schlüsselbotschaft 3

Support



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TO BRING HOME

YOUR NOTES

