



TALKING ABOUT REJUVENATION



Kiwanis for Gen X, Y and Z

	Boomers	Gen X	Millenials	Gen Z	Gen Alpha
BORN	1946-1964	1965-1980	1981-1996	1997-2012	2013-2025
KNOWN FOR	 idealism social activism	 independence adaptability	 Diversity Digital literacy	 Tech savviness Creativity	 Constant connectivity
WORKING	 Live to work	 Work to live	 Work-life balance	 Work as part of life	
	Working HARD			Working SMART	
MUSIC DEVICES		 Personal computer			
KEY TECHNOLOGY	Television 	Personal computer 	Tablet / smartphone 	Game console XBOX PlayStation 	VR (virtual reality)
COMMUNICATION		@			
INFLUENCERS	 Experts	 Practitioners	 Peers	 Social Forums	 Chatbots
MARKETING	 Broadcast (mass)	 Direct (targetted)	Instagram Online (linked)	TikTok Digital (social)	ROBLOX NIKELAND Real-time
LEADERSHIP PREFERENCES	 Directing	 Coordinating	 Guiding	 Empowering	 Co-creating

GENERATIONS' CHEAT SHEET



Join via
www.slido.com
#workshop

Boomers



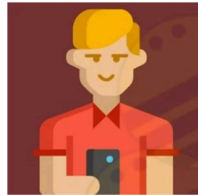
1946-1964

Gen X



1965-1980

Millenials



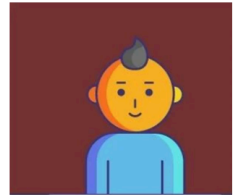
1981-1996

Gen Z



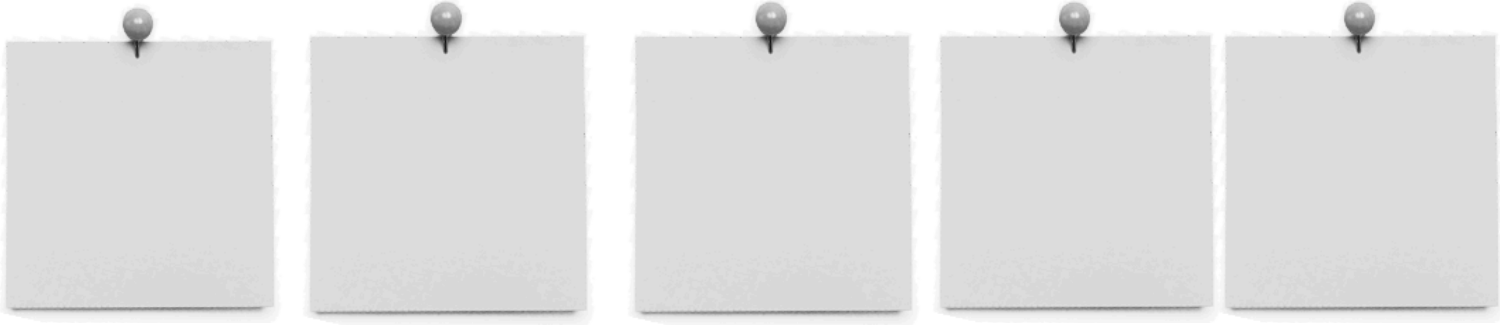
1997-2012

Gen Alpha



2013-2025

Which generations do we have in our club ?



What do they like/dislike about our club culture?



What do they like/dislike about our club culture?



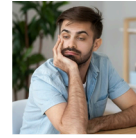
Club protocols habits & traditions



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



Cooperation & teamwork

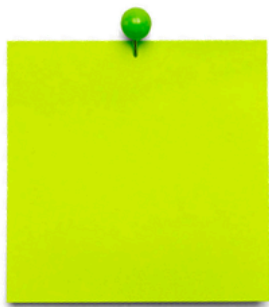


Fun & motivators

Boomers



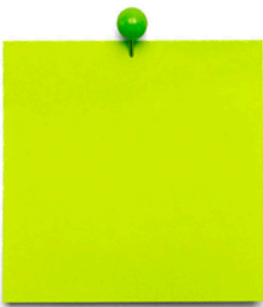
1946-1964



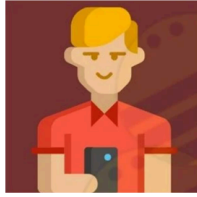
Gen X



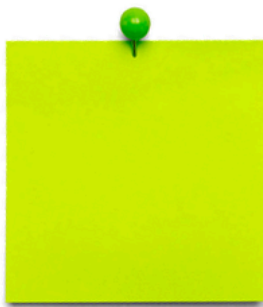
1965-1980



Millenials



1981-1996



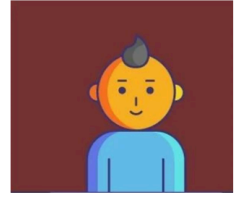
Gen Z



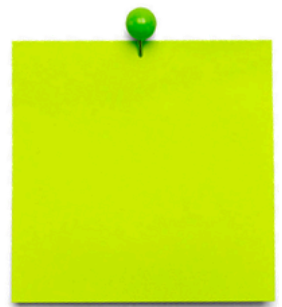
1997-2012



Gen Alpha



2013-2025



What do they like/dislike about our club culture?



The balance between service and philanthropy ?



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



Leadership styles, team work and how we decide



Impact & efficiency of our activities?

WHAT ABOUT ?

STYLE - HOW ?

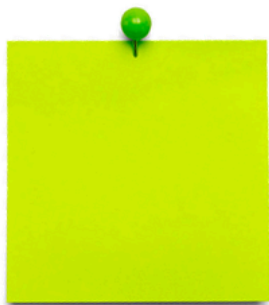
WHO & HOW ?

RESULTS - WHAT ?

Boomers



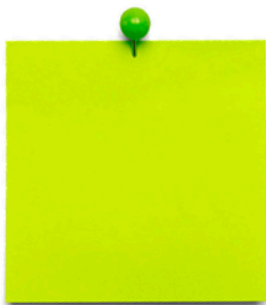
1946-1964



Gen X



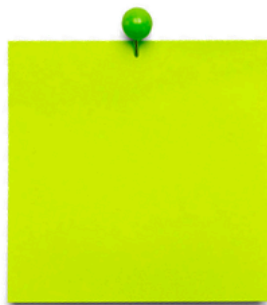
1965-1980



Millenials



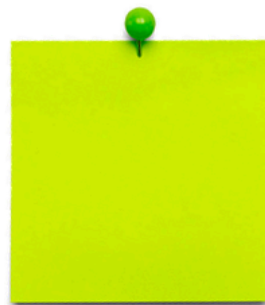
1981-1996



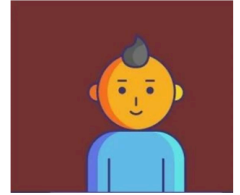
Gen Z



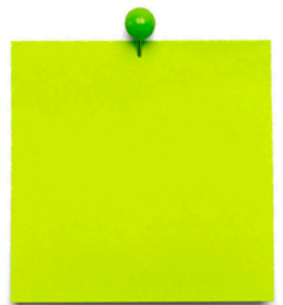
1997-2012



Gen Alpha



2013-2025



How can we open up to younger generations?



Less formal
More creative
More diverse



Innovative & more digital



Co-creation

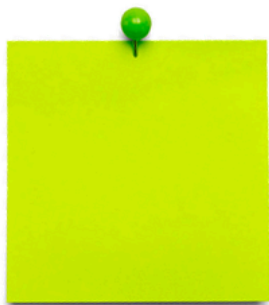


Fun & gamification

Boomers



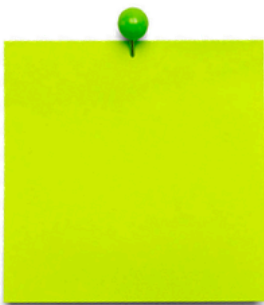
1946-1964



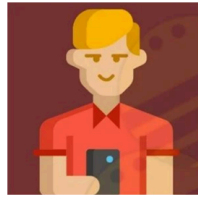
Gen X



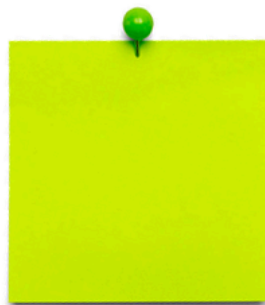
1965-1980



Millenials



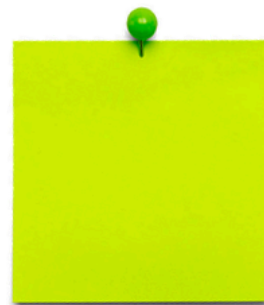
1981-1996



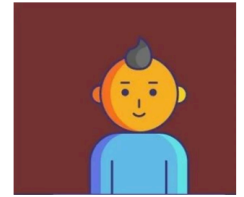
Gen Z



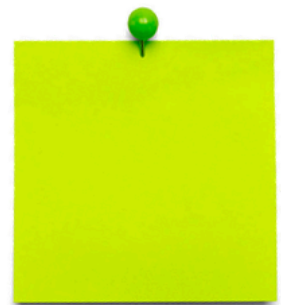
1997-2012



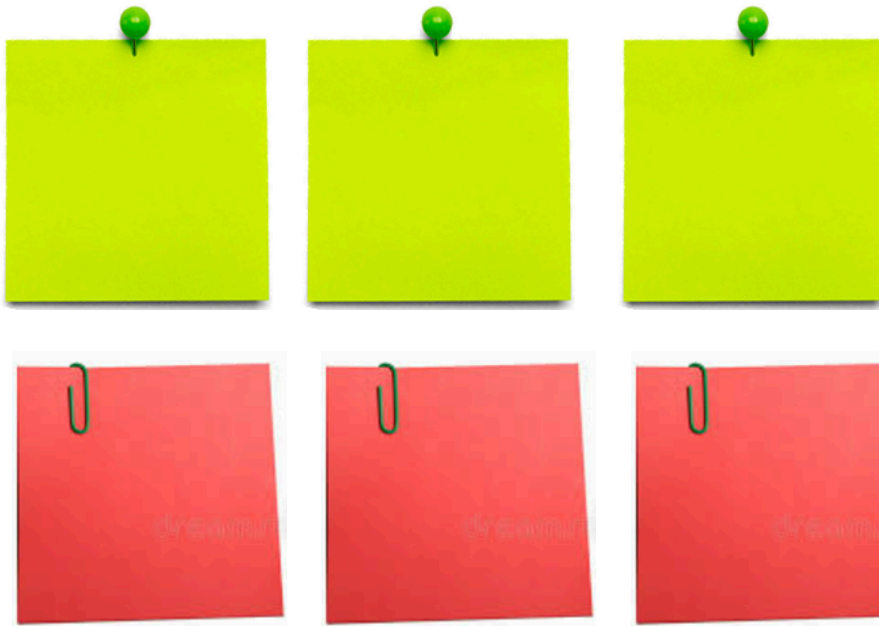
Gen Alpha



2013-2025



What do I want to try out ?

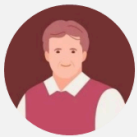


**IF WE FAIL
TO ADAPT,**

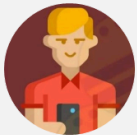
**WE FAIL
TO MOVE FORWARD**

(John Wooden)

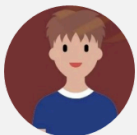
Key message to my club



Key message 1:



Key message 2:



Key message 3:

Support

 **Kiwaniis**
Dolores Muniz
Director of Branding, Marketing, Communications
Kiwaniis Europe

M +32 (0) 472 84 07 14
dmuniz@kiwanis.org

www.kiwanis.org

 **Kiwaniis**
Jan Van Hove
Director of Membership and Education
Kiwaniis Europe

M +32 (0) 472 06 31 16
jvanhove@kiwanis.org

www.kiwanis.org

TO BRING HOME

YOUR NOTES

