

# Multi-Generational Rotary: Making our Clubs appealing for All

Anne Bermingham, 2WA Consulting Inc.  
Rotary Club of Hamilton

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Leadership Development, Performance Management, Change & Transition

# Presentation Objectives

- Understand the different generations and their distinct attitudes and values
- Explore what that looks like at your Rotary Club
- Identify 1-2 actions that you could take to better accommodate the different types of members in your club

# What are the Multi-Generational Groups?

The Generation	The Age Group
Traditionalist	Born prior to 1946;
Baby Boomer	Born 1946 to 1964;
Generation X	Born 1965 to 1979;
Generation Y (Millennials)	Born 1980 to 2000;

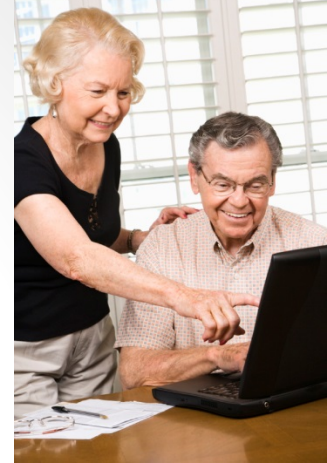
# Why Take a Multi-Generational Perspective

## The Facts

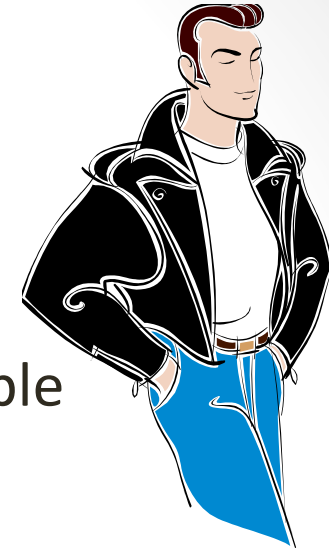
- 11% of Rotarians are under the age of 40
- Only 2% of Rotarians are under the age of 30
  
- Rotary is a VOLUNTEER initiative
- It is predominantly made up of Traditionalists and Baby Boomers. It aligns well with the needs of these two groups.
  
- In order to attract the Generation X and the Generation Y, we need to shift our clubs so that they appeal to all.

# Traditionalist

- Born prior to 1946;
- Known for civic duty; commitment to faith and country and hard work
- Over 50% of the traditionalist men served in the military and know and respect military management
- Fear of another Great Depression drummed the value of a dollar into everyone from this generation
- Technologically speaking this generation is known for building great cities, highways, railways and airline systems



# Baby Boomers



- Born after World War 2 and up to 1964
- Grew up with a sense that anything is possible
- Experienced relatively affluent world
- Had to compete for jobs and most other things
- Not weighed down with immense financial worry
- Boomers focus on their needs and making money
- They demanded social change through the human rights movement
- Boomers questioned authority much more than any other generation; they encouraged equality

# Generation X



- 1965-1979 Born;
- Grew up with 24 hour media coverage
- First to experience personal computer, cable TV, VCR games, fax, cell phones and pagers
- Xer's are independent, goal-oriented and entrepreneurial thinkers
- Linked to a more global world and exposed the Xer's to a world that wasn't as cheery as the boomers generation.
- Observed violence on TV, the AIDS epidemic, the rise in crack cocaine use and divorce rates that skyrocketed.
- Grew up watching institutions being called into question and are skeptical in nature.

# Generation Y (Millennials)

- Born 1980 to 2000 (14 to 34 years old)
- Generation Y grew up in a society in which media and technology often blurred reality and fantasy
- The Gen Y's have been revered, rewarded by their helicopter parents
- They have been encouraged to take positive actions when things go wrong
- Gen Y's grew up among diversity and they expect the workforce and our Rotary Clubs to be diverse
- Technology is an extension of who they are
  - 96% engage in social media every day





# Poll Questions

- Which generation do you belong to?
- What percentage of your club is made up of Baby Boomers and Traditionalists?

# On the Job Strengths

	Traditionalist	Boomers	Xers	Y (Millennial)
Job Strength	Stable	Service oriented / team players	Adaptable and techno-literate	Multi-taskers and techno-savvy
Outlook	Practical	Optimistic	Skeptical	Hopeful
View of Authority	Respectful	Love / Hate	Unimpressed and unintimidated	Polite
Leadership	By Hierarchy	By Consensus	By Competence	By Pulling Together
Relationships	Personal Sacrifice	Personal Gratification	Reluctant to Commit	Inclusive

# On the Job Strengths

	Traditionalist	Boomers	Xers	Y (Millennial)
Time on the Job	Punched the clock	Visibility is key “face time”	As long as I get the job done, who cares	It’s quitting time – I have a real life to live
Diversity	Ethnically segregated	Integration began	Integrated	No majority race
Feedback	No news is good news	Once a year with documentation	Interrupts and asks how they are doing	Wants feedback at push of a button
Work / Life Balance	Needs help shifting	Believes balance can come after paying dues	Wants balance now	Need Flexibility to balance activities

# Why does Rotary appeal to Traditionalists and Baby Boomers?

## TRADITIONALIST

- **Stable:** Has a predictable schedule
- **Punched the Clock:** Starts at a certain time and ends at a certain time
- **Respectful:** Honours the rules & the hierarchy
- **Personal sacrifice:** Service above Self

## BABY BOOMERS

- **Service Oriented:** Service above Self
- **Visibility is Key – Face Time:** Weekly attendance requirements
- **Feedback Once a Year:** Presidential Thank you

# What part of Rotary is Appealing to Gen Xs & Ys?

**Globally Minded** - believe world can change; looking for vehicle to do just that

**Socially Engaged** – 76% of teenagers volunteer weekly

**Ambitious** – Rushing to climb corporate ladder – want to network and be mentored by successful people

As cited in Michael McQueen “Engaging the Next Generation in Rotary” DVD series

# What Parts of Rotary are less appealing?

## Generation X

- Unimpressed and unintimidated by hierarchy
- About getting the job done - not putting the time in
- Reluctant to commit to long-term deadlines and schedules

## Generation Y

- Techno-savvy – hard to be excited by something if it does not have dynamic social media component
- Inclusive – want to be heard
- Seek Feedback at Push of a Button

# Bridging the Generation Gap

## Getting along with Xers

- Get to the point
- Use email
- Give them space
- Get over the notion of paying their due first
- Lighten up

## Getting along with Ys (Millennials)

- Challenge them
- Ask their opinion
- Collaborate with them
- Offer them a mentor
- Provide timely feedback

# Question:

- How might we change our Club to be more appealing for Gen X and Y???



# Bridging the Generation Gaps

## Getting along with TRADITIONALISTS

- Honour the chain of command
- Value the legacy they built and their experience
- Appreciate their dedication
- Communicate 1-1
- Learn the Rotary history

## Getting along with BOOMERS

- Communicate 1-1 using face to face meetings
- Give people your full attention
- Challenge them to meet and exceed goals

# Question:

- What do we need to KEEP the SAME in order to ensure our club remains appealing to baby boomers and traditionalists?

# Need Rotary to Work for All

