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This PDF file was created from a PowerPoint (PPT) file created by Claire Labrèche, Past International Vice President.

Let me know if you'd like a copy of the original PPT file or a handout for the PPT with three slides on each page with room for notes in PDF format.

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# Inter-generational Challenge

## Rapport sur la table ronde



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# Generations Study

A generation is formed by the **political**, **social**, **economic**, **cultural**, **educational** and **religious** environment and the values conveyed during a determined period.



# The generations

- Traditionalists.....1925 to 1945
- Baby boomers..... 1946 to 1964
- X.....1965 to 1981
- Y.....1982 to 2002
- C.....18 to 24 years old
- Inter-generations



# Traditionalist

- Devoted
- Loyal
- Respectful of rules
- Disciplined
- Conformist



# Baby boomer

- Optimistic
- Involved
- Respects power
- Pays bills
- Team spirit
- Lives for work



# Generation X

- Autonomous
- Focused on results
- Sceptical
- Individualistic
- Casual
- Works to live



# Generation Y

- Assured
- **Tenacious**
- Curious
- **Extremely informal**
- Social conscience
- **Work must be fun**





# Generation C

- Friends are important
- **ICT**
- On-line consumers
- **Authentic**
- Creative
- **Involved differently**
- Let them come to us
- **Show imagination**
- What's in it for them?



# Bridging the generation gap

- Accept
- Recognize
- Appreciate
- Admit
- Adopt the Platinum Rule



**The key?**

**Respect**



# Generations Study

*For the first time in modern history*

**4** generations, in significant numbers,  
find themselves in the same  
work environment



OPTIMISTES-  
INSPIRER  
LE MEILLEUR  
CHEZ LES  
JEUNES

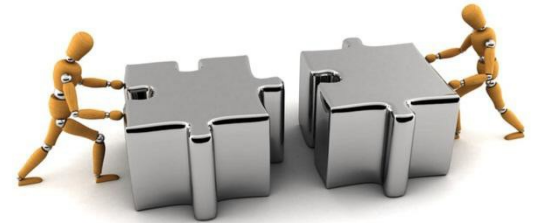


100% et plus encore...

# Generations Study

## Solutions

- Two-part meetings : Taking care of club business and socializing
- Fewer meetings, concentrate on activities
- Tangible benefits
- Adapt to young people
- Clubs with a single mission
- Projects that reach out to younger generations
- Mentoring young people



# Generations Study

## Solutions

- Get a new member involved from the start
- Dare to ask young people
- Leave them the autonomy to carry out the programs
- Adapt to daily realities such as a lack of time
- Question young members as to the reason they joined the organization and respond to their needs



# Generations Study

## Solutions

- Approach potential membres with a particular activity in mind
- Communication by telephone
- Bring children to activities
- Fewer activities, greater quality
- Adapt the creed (less sect-like)
- Adapt programs



# Generations Study

## Solutions

- Change standard club model
- **Members from new generations will not remain long term**
- Young members do not want to go to zone and district meetings
- **Limit protocol**
- Change district quarter meetings
- **New contents, new activities, new fund-raising activities**
- More efficient Leaders Training



# Generations Study

## Solutions

- **Tangible benefits for new members**
- **Act now!**

