



Rotary Large Club Conference

Nancy Riesz/Multi-Generational Communication Breakout Session

October 14-15, 2021

The following notes reflect key points and discussions at the Rotary Large Club Cincinnati Meeting (October 14 & 15, 2021) breakout sessions featuring Nancy Riesz presenting on Leading Multi-generations.

1. One of the biggest trends shaping our world is the rise of the multi-generational workforce. For the first time we have 5 generations in the workforce – Silent/Traditionalists, Baby Boomers, Gen X, Millennials, and Gen Z.
2. Leading a multi-generational club/team requires flexible communication, tolerance for different work preferences, and respect for contrasting perspectives.
3. As we look at other generations we sometimes focus on negative stereotypes. BUT each generation has unique strengths and skills as does each individual within their respective generation.
4. The individual differences within a generation are much greater than the differences across the generations.
5. The differences between generations better reflect changes in perceptions and expectations due to their age and career stage, rather than generational thinking or values, but both have an impact.
6. While most generations are connected to certain stereotypes and cliches, it's important to remember that members/employees still are individuals and should not be judged solely based on when they were born.
7. People are unique – be careful using labels or making assumptions.
8. To move your club/team forward – make teamwork part of your culture, take advantage of digital literacy, and embrace diversity and flexibility.
9. Strategies some clubs have used to move beyond generational stereotypes, issues, and work styles include?

- a. No more weekly newsletter – just a quick update with bullet points
- b. Communicating in multiple ways – including by text
- c. Convened an Under 40 focus group
- d. Adopted varied service projects – short and long term
- e. Reduced dues for YPs and YP scholarships
- f. One meeting per month is devoted to table discussions getting to know members
- g. Change meeting locations to build interest – Rotary Roadshow
- h. Utilized “Like Minded” software to match members by interests
- i. Rotary Untied – casual attire for meetings
- j. Dual membership for Rotaract members
- k. Gen to gen mentoring
- l. YP Committee and Groups
- m. Place YPs as Co-chairs
- n. Rotary After Hours at cool/new locations
- o. Find issues of interest to members – e.g., environment
- p. Family member discounts

10. People want to be valued and respected.

11. Key Takeaways of attendees

- a. Have patience
- b. Realize we often look for the negatives in others first
- c. Look at areas of commonality not differences
- d. Respect the differences
- e. Be careful using labels
- f. Don't make assumptions based on age
- g. Reach out for more diverse members

Recorded by Mark Romito, Rotary Club of Cincinnati Board Member