



DON'T YOU FORGET ABOUT X!

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Kiwanis®
CAPITAL DISTRICT
DIVISION 10

What are the generations?

- **Baby Boomers:** Baby boomers were born between 1946 and 1964. They're currently between 56-74 years old (71.6 million in U.S.)
- **Generation X:** Gen X was born between 1965 and 1980 and are currently between 40-55 years old (65.2 million people in U.S.)
- **Generation Y:** Gen Y, or Millennials, were born between 1981 and 1996. They are currently between 24-39 years old (72.1 million in the U.S.)
 - Gen Y.1 = 25-29 years old (around 31 million people in U.S.)
 - Gen Y.2 = 29-39 (around 42 million people in U.S.)
- **Gen Z:** Gen Z is the newest generation to be named and were born between 1996 and 2015. They are currently between 5-24 years old (nearly 68 million in U.S.)

Please enjoy ☺





Generation X

Birth Years: 1965 to 1979

Current Age: 40 to 55

Size: 65.2 million

Media Consumption: Gen X still reads newspapers, magazines, listens to the radio, and watches TV (about 165 hours' worth of TV a month). However, they are also digitally savvy and spend roughly 7 hours a week on Facebook (the highest of any generational cohort).

Shaping Events: End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.

Finances: Carrying the highest debt load (\$142K) while still raising children and saving for retirement

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<https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>

More info about Generation X

- **Gen X Birth Years:** 1965 to 1979
- **Current Age:** 40 to 55
- **Other Nicknames:** "Latchkey" generation, MTV generation
- **Generation Size:** 65.2 million
- **Media Consumption:** Gen X still reads newspapers, magazines, listens to the radio, and watches TV (about 165 hours' worth of TV a month). However, they are also digitally savvy and spend roughly 7 hours a week on Facebook (the highest of any generational cohort).
- **Banking Habits:** Since they are digitally savvy, Gen X will do some research and financial management online, but still prefer to do transactions in person. They believe banking is a person-to-person business and demonstrate brand loyalty.
- **Shaping Events:** End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.
- **What's next on Gen X's financial horizon:** Gen X is trying to raise a family, pay off student debt, and take care of aging parents. These demands put a high strain on their resources. The average Gen Xer carries \$142,000 in debt, though most of this is in their mortgage. They are looking to reduce their debt while building a stable saving plan for the future.

Just some of the Famous Generation X's

FAMOUS GEN X'ers.



Marketing to Generation X:

Do's

- Provide lots of information and context
- Keep it personal
- Use video

DON'T!

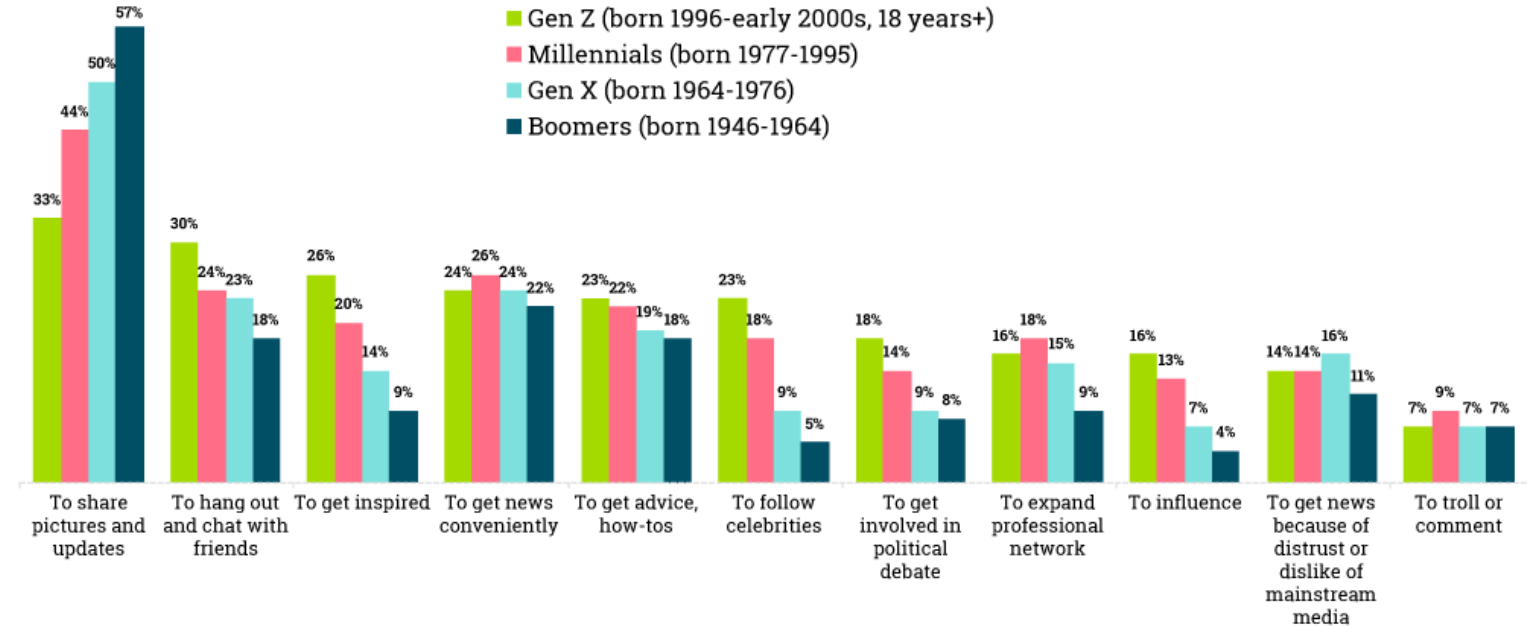
- * Beat around the bush
- * Ignore social media
- * Send them to a bad website



Social media

- Some have split the generation in many different years, but the goal is to look how can we attract more people to our clubs
- Facebook
- Twitter
- Instagram
- Websites
- Ads
- Word of Mouth

Reasons for Using Social Networks, by Generation



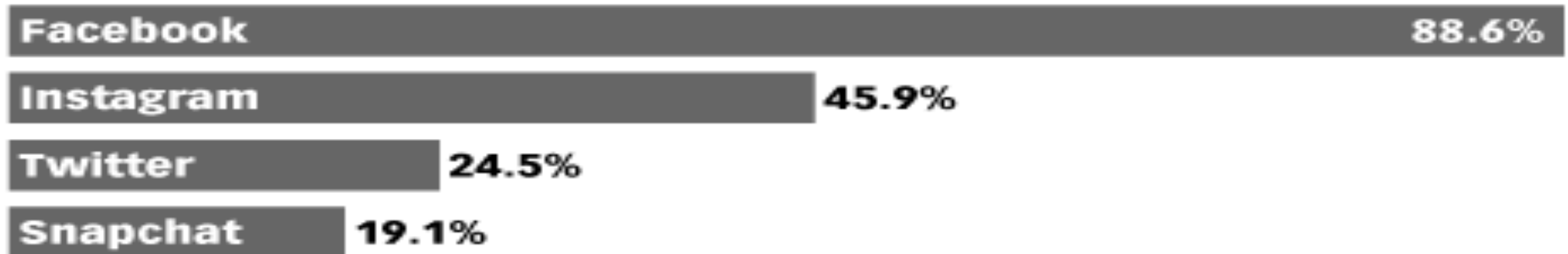
Published on MarketingCharts.com in October 2019 | Data Source: Adobe

Based on a survey of 4,059 US citizens born between 1944 and 2001, conducted from July 23-29, 2019

What does Gen X use?

US Gen X Social Media Users, by Platform, 2019

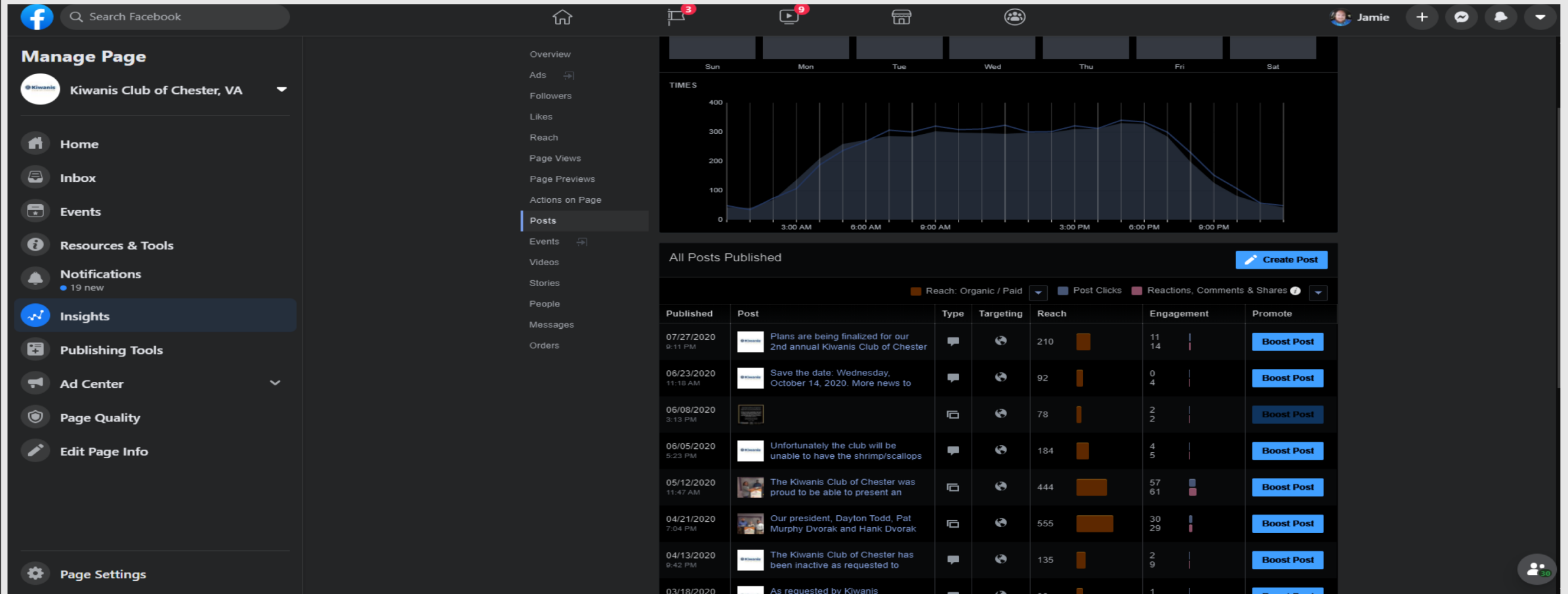
% of social network users



Note: social media users who access the respective account at least once per month; Gen X are individuals born between 1965 and 1980

Source: eMarketer, March 2019

Are you using your Facebook page info?



<https://www.facebook.com/chesterkiwanis/insights/?section=navPosts>

How can Generation X fit in your club?

- Generation X is more direct.
- Professionals from Generation X are more direct than Millennials and Gen Zers, meaning they appreciate having more open and honest conversations. Gen Xers don't care about niceties.
- Generation X professionals embrace feedback and don't let negative feedback keep them up at night.
- While Millennials are a bit shocked when they are hit with critical feedback, Gen Xers were raised before a time when even the losing team got a trophy. As a result, they are looking for ways to improve, not ways to be praised.
- Generation Xers embrace work-life balance.
- They have a hybrid relationship with technology.
- Gen Xers are more adept to collaboration.

The Generation X Personality

- ❖ Self-reliant
- ❖ Wants balance
- ❖ Has a nontraditional orientation about time and space
- ❖ Likes informality
- ❖ Pragmatic
- ❖ Approach to authority is casual
- ❖ Cynical
- ❖ Continues to be technologically savvy
- ❖ Attracted to the edge



Leading / Motivating / Mentoring: Gen X

Messages that Motivate

- ❑ I don't care how you get it done.
- ❑ I'm not going to micromanage you.
- ❑ Our team has a good sense of humor.



Source: Zemke, et. al. *Generations at Work*.

Do you know....

NEEDS

VS

WANTS

WHY GEN X NEEDS HELP

Gen Xers are entering their peak earnings years but still struggle to make ends meet.



They tend to spend more than they make.



They have big mortgages and expensive houses.



They're way behind in saving for retirement.



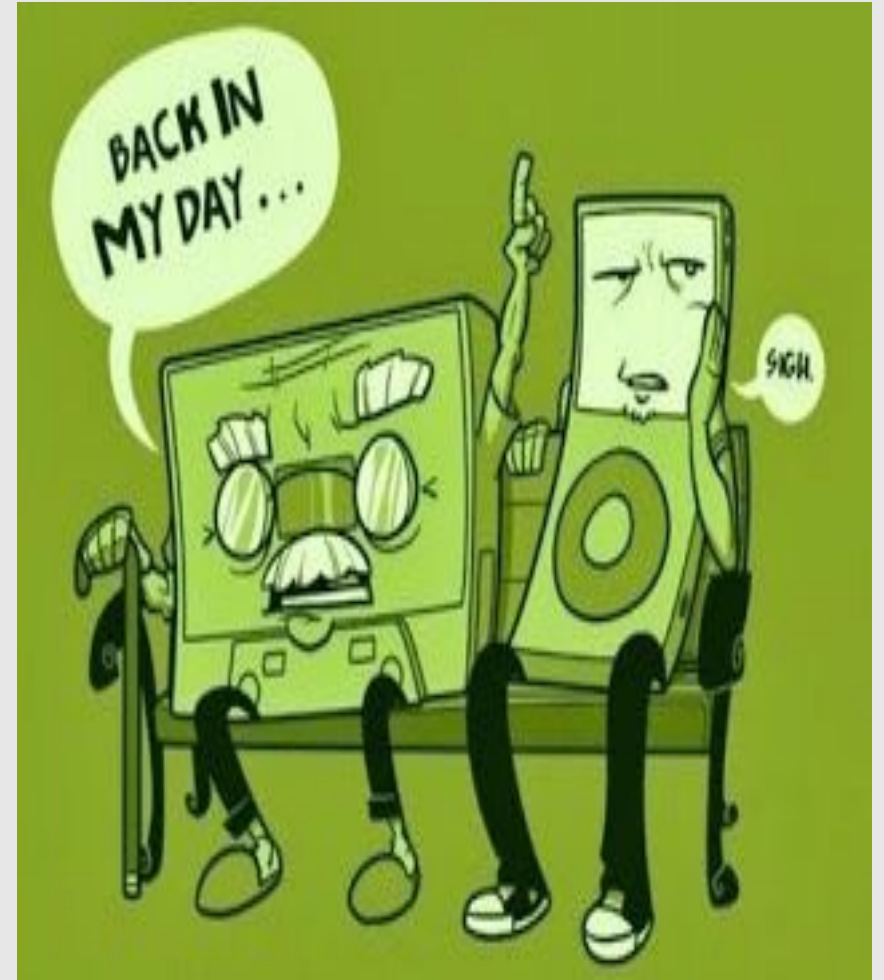
They pay bills online but don't budget or know what they spend.



They don't trust advisors so don't get needed financial advice.



They're not saving enough to pay the kids' college.



GENERATION X OTHER NEEDS

- Family
- How to get involved in a social club like Kiwanis
- Don't want to set in a meeting that they can read on an email
- Their time needs to be valued
- Wants to be asked
- Don't focus on retirement



Bridge the gap!

- All generations are important ! It is our job to know our members and what we need to do to meet the wants and needs of all members. First step should be looking at their strengths!

GENERATIONS IN THE MODERN WORKPLACE



BABY BOOMERS
1946 - 1964

STEREOTYPES

Out of Touch & Disinterested in Learning New Things

STRENGTHS

- Characterized as being workaholics who relish long weeks and overtime. They are more committed to their roles than any other generation
- Considered good team players with 53% of organizations saying they work well with others
- Regarded as making excellent mentors to their colleagues and juniors



GENERATION X
1965 - 1980

STEREOTYPES

Cynical & Poor Team Members

STRENGTHS

- 70% of organizations believe Gen X are the best overall workers
- Committed to juggling work with family time, and favor work-life balance
- Gen X is considered to be the biggest revenue generators overall



XENNIALS
1977 - 1983

STEREOTYPES

Cynical, Poor Team Members & Too Confident

STRENGTHS

- Highly adaptive: Unique ability to think abstractly and find new solutions.
- Team Players: Can interpret, translate, and relate to just about anybody, and can quickly adjust to different points of view.
- Coachable: Have strong opinions but tend to be less vocal than Millennials, so coaching is an effective way to leverage their unique point of view.



GENERATION Y
1981 - 1996

STEREOTYPES

Entitled & Lazy

STRENGTHS

- Of all generations currently in the workforce, considered the most independent workers
- Concerned with ethics and the social responsibility of the organization they work for
- Grown up sourcing information, they need to be left to create their own processes rather than being told exactly what to do



GENERATION Z
1997 - 2010

STEREOTYPES

More Cynical & No Loyalty

STRENGTHS

- The most tech competent of any generation, able to pick on developments quicker than other employees
- Natural entrepreneurs, with 72% wanting to start their own business
- Described as the "always on" generation, able to multi-task unlike any other generation using up to 5 screens at once

GEN

MILLENNIALS

BOOMERS

GEN X

GEN X

GEN X

GEN X

In Common with Millennials and Gen X

- > Digital savviness
- > Eagerness to lead
- > Driven by purpose

Unique to GEN X

- > Strong desire for external mentoring and development
- > Confident leading with Empathy

In Common with Boomers and Gen X

- > Employer-loyal
- > Virtual team leaders
- > Execution-focused
- > Identifying and Developing Talent



Generation X: Your generation

THANK YOU FOR YOUR TIME

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