



Generations in Scouting Takeaway Message

A **generation** is a group of people, born in approximately the same time frame, who share common cultural attitudes and icons.

Scouting has been around for 100 years. We now have up to five distinct generations participating in Scouting. Each generation has different expectations, communication styles, commitments, motivations, and backgrounds.

Some common ways of defining American generations may include:

The “Greatest Generation” (born between 1925-1945)

- Loyal; Patriotic; Value Money and Honor

The Baby Boomers (born between 1946-1964)

- Competitive; Idealistic; Optimistic; Needs Information

Generation X (born between 1965-1981)

- Independent; Life Balance; Problem Solvers; Resourceful

The Millennials (born between 1982-2000)

- Feedback; Thinkers; Work Together; Social Environments)

The Post-Millennials (born after 2000)

Scouting has never been more diverse in gender, ethnicity, and age of our members. Scouting is also reaching out for more opportunities to serve all communities in new and unique ways.

Why this is important to Scouting leaders:

- It is not “us” versus “them”
- We need to work together as one team, young and old, across generations
- There is no right or wrong generational style
- Leaders need to serve the needs of their followers
- Followers can be further developed by a transformational leader
- Young people have much to say, to share, and to teach
- Young people respect and are willing to learn from well-intentioned people of their parents’ and grandparents’ generations
- Our Scouts are open to partnership – are we?
- Scouting tomorrow will be as different from today, as we are from Scouting 20 years ago.

Aristotle built the classical scheme of communication: Sender → Message → Receiver

Kate’s Corollary to the Aristotelian Model: “I will connect with you by your preferred method of communication — in return, please connect with me by my preferred method.”

Great leaders are great communicators — which usually means using multiple methods of sending the message.

**Together we can create the greatest change in Scouting’s history
and equip our next generation of leaders to build upon our legacy.**

WOOD BADGE FOR THE 21ST CENTURY