

ZENA NEWS

Lead the Change You Want to See

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ZENA CONSULTING

Inclusive Organizations Nurture All Age Groups



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Despite older workers staying on the job longer, many sectors still face a *'silver tsunami'*. Engaging younger people isn't just a good strategy- it's the foundation of organizational inclusion and growth.

The good news is that the skills and tactics you need to do this are simple-- although not easy.

Janet Oh, the Executive Director of **CoGenerate** recently hosted a webinar on *'Age-Diversifying Nonprofit Boards'*. Two of her guests served on boards as young men decades ago. Another is a Gen Z board member who spoke about his current experiences. Here's a short version of their advice. Get the full list at cogenerate.org.

Tips for Age-Diversifying Nonprofit Boards

- 1. Being the Only is Lonely-** Avoid bringing on a single younger (or older) board member to "represent" a generation.
- 2. Leadership Commitment is Essential-** Progress is difficult without it.
- 3. Invest in Onboarding** (for everyone)- It's not just new members who need support.
- 4. Design for Inclusion from the Start-** What works for new board members often improves the experience for everyone.
- 5. Recruit for Readiness, Not Just Representation-** Age diversity should not mean lowering the bar—but it may mean redefining it.
- 6. Evolve Board Norms and Expectations-** Welcoming multiple generations may require changing how the board operates.
- 7. Recognize the Full Contribution of Younger Leaders-** Younger board members are there to lead, not to be mentored.



In my work with immigrant, refugee, and faith-based community groups I've noticed they seem to do the above almost effortlessly. I think shared cultural values and goals are partly why. If you're ready to improve cross-generational collaboration let's connect.

EVENTS



5/21
6:00-9:00 pm
Annual Graduation

Congratulations to the Class of '26! These new *Adaptive Leadership* devotees are dedicated to creating a better local community for all. At Pickering Barn in Issaquah, WA.



5/30
9:00 am - 4:00 pm

1st Ever Youth Summit
King County's *Best Start for Kids* program is host of this conference to unite young leaders and change makers in the region, at the Museum of Flight. Register at beststartblogs.com.

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