

***“THINKING OF A  
MASTERPLAN...”***

**INSPIRATION SESSION: GEN Z,  
GEN ALPHA AND THE REST...**

D.I.Y. Generational Thinking

## **You attended the inspiration session 'Gen Z, Gen Alpha and the Rest...' and we hope it inspired you!**

During this interactive session, we explored the unique characteristics of different generations together. What truly makes a generation unique? Where do generations strengthen one another, and where can friction arise? By comparing generations side by side, the focus was on collaboration, understanding, and making the most of everyone's talents.

During the session, the following topics were covered:

- Generational Thinking
- Decode your audience
- Routing

Many participants ask whether we can send additional materials after the session, but we believe the real added value lies in putting the insights into practice yourself. That's why we developed a D.I.Y. kit to help you immediately apply these insights in a practical way.

Inside the D.I.Y. kit, you will find:

- A canvas featuring green & red flags
- Useful worksheets for each part of the session

With this kit, you can directly apply the insights from the session within your organization.

Do you have questions about the session or about how to apply these insights within your organization? Feel free to contact us. We'd be happy to think along with you!

# GREEN ► & RED ► FLAGS

## ► GREEN FLAG

What were you already taking into account? And how?

## RED FLAG ◀

Which tips or insights had you not considered before?

**TO-DO LIJST** 3 things you want to do differently starting tomorrow:

- ▶
- ▶
- ▶

# GENERATIEDENKEN

## WHICH GENERATION AM I?

- Babyboomer
- Boomer
- Millennial
- Gen Z
- Gen Alpha

## CHARACTERISTICS PER GENERATION:

- Starting point = end goal, certainty, security, authority
- Start with the end goal, exploration, future perspective
- Involve them in the process, co-creation, "What's in it for us?"
- Start at the beginning, clarity, step-by-step, purpose-driven
- Start at the beginning, clarity, step-by-step, digital-first, collaboration, personalization

# DECODE YOUR AUDIENCE

## WHICH TARGET AUDIENCE AM I DEALING WITH?

- Lovers
- Doubters
- Haters

## APPROACH PER TARGET AUDIENCE:

- Need confirmation and reassurance
- Introduce step-by-step
- Refer them to an alternative

# ROUTING

## WHICH STEPS SHOULD BE INCLUDED IN THE ROUTING?



# WHO IS BUREAU COEN?

For **25 years**, Bureau Coen has helped organizations **truly connect with, engage, and activate young people**. As an authority in youth communication and generational thinking, we look beyond trends and hype; we **uncover the deeper layers of generations**. Baby Boomers naturally view the world differently from younger generations such as Gen Z or Gen Alpha.

Success lies in **bringing generations together: understanding** one another, **sharing perspectives**, and **building bridges**. While others emphasize the differences, Bureau Coen creates **connection**.

## READY TO TAKE THE NEXT STEP?

Would you like more practical tools after this inspiration session to better engage young people? Or are you curious about how our other workshops and training programs can further support your organization?


Scan the QR code to explore our full range of workshops and training programs and discover what best fits your organization.



### HENNY DE LEEUW

 [henny@bureaucoen.nl](mailto:henny@bureaucoen.nl)

 [www.bureaucoen.nl](http://www.bureaucoen.nl)

 0318 553 676



Or scan the QR code to get in touch.

Inspired and curious to learn more? Follow us on social media as well!

