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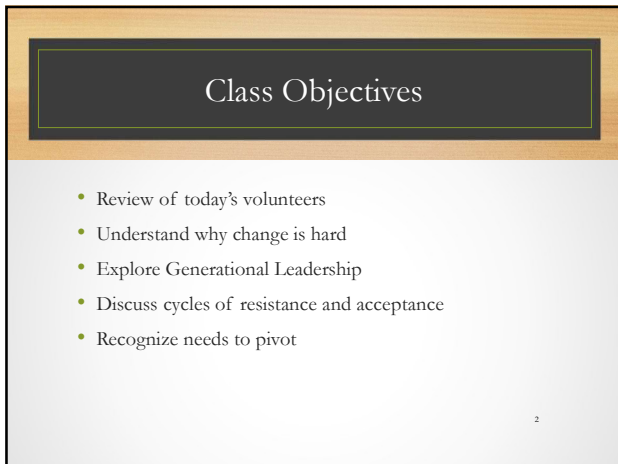
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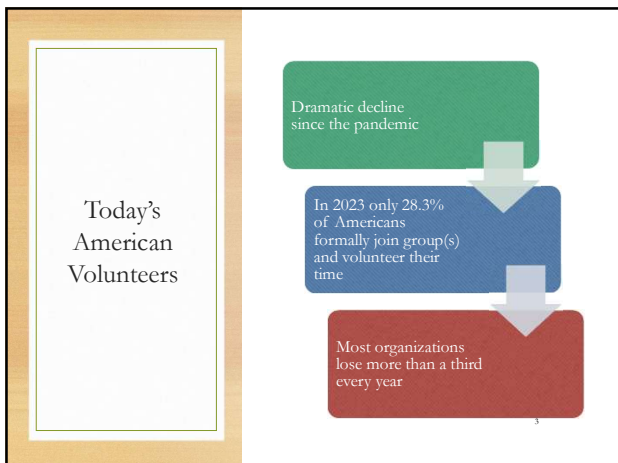
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## Today's Veteran

- In 1980, about 18% of US adults were veterans which fell to 6% in 2022 (approx. 16.2 million)
- As of 2023, 15.8 million Americans identified as veterans
- More than a quarter of veterans are over age 75
- The number of veterans is expected to continue to decline over the next 25 years

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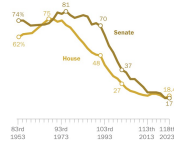
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## LOUD Is PROUD

Share of members in Congress who are veterans has fallen in recent decades

% of members with previous military service



Note: Data does not include nonvoting delegates or commissioners.  
Source: Pew Research Center analysis of data from Military Times, Congressional Research Service, Brookings Institution and House Committee on Veterans' Affairs.  
PEW RESEARCH CENTER

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As the nation's largest VSO, we relentlessly champion veterans and service members on Capitol Hill, support military families, and are dedicated to preventing veteran suicide.

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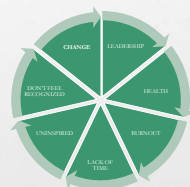
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## #1 Reason Volunteers Quit NOT MAKING A DIFFERENCE



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## Why Change is Hard

Biological  
Resistance – Fight  
or Flight  
Response

Fear of losing  
identity,  
traditions,  
relevance

Generational  
values tied to  
'how we've always  
done it'

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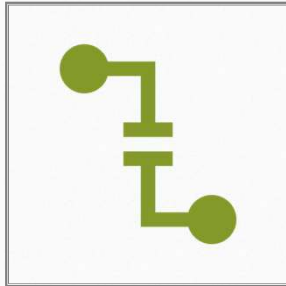
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## The Change Kink

Stages: Denial →  
Resistance → Exploration  
→ Acceptance



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## Generational Leadership Breakdown: 20-30 year olds (GenZ/Millennials)

Generation	Strengths	Risk	Change Response	Watch Points
*Emerging	*Energetic *Innovation *digital-native	*Impulsive *Inexperience *Spontaneous	*Often push for rapid change	*Watch for lack of historical context

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### Generational Leadership Breakdown: 40-50 year olds (Millennials/GenX)

Generation	Strengths	Risk	Change Response	Watch Points
Mid-Career Control	*Pragmatic *Balance Ambition *Resource	*Risk Aversion Grows	*Open to change with a plan	*Watch for burnout or tunnel vision

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### Generational Leadership Breakdown 60-70 year olds (Baby Boomers)

Generation	Strengths	Risk	Change Response	Watch Points
Senior	*Wisdom *Network *Strategic	*Resistant to disruptive change	*Support change when purpose is clear	Watch for "we tried that already" mindset

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### Generational Leadership Breakdown 80-90 year olds (Traditionalists)

Generation	Strengths	Risk	Change Response	Watch Points
Legacy Leaders	*Institutional memory *Storytelling	*Nostalgia *Defensive of traditions	*Resist change without connection to core values	Watch for disengagement or detachment

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### Generational Leadership


Encompasses:

- Leading
- Managing
- Engaging

Leverages:

- Strengths
- Perspective
- Experience

Promotes a successful Post



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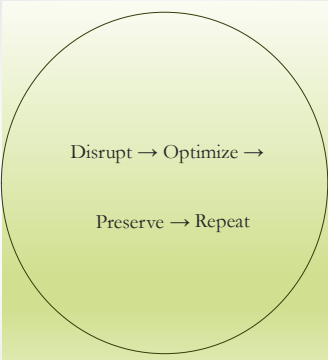
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### The Cycle of Leadership & Change



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### Leading Across Generations – Tools

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Empathy Mapping

Tailor  
Communication  
(Tech vs. In-  
person)

Avoid  
Stereotypes—see  
individuals, not  
just age

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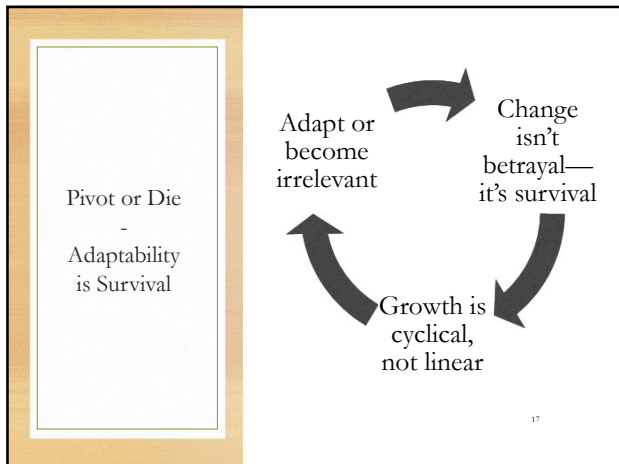
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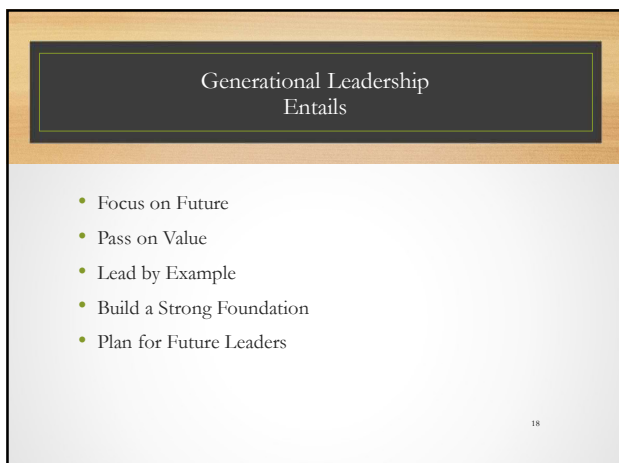
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## American Legion-Facing Changes

- Demographics shifting
- Technology demands increasing
- Recruitment/retention challenges

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## Group Activity: Tech Applications

- Instructions:
- Break into groups at your tables (4-6 people)
- Determine what generational sector(s) are represented in your group
- Discuss Tech Applications i.e. Artificial Intelligent(AI) and how to move forward
- Step into another generation's shoes and try to feel how the change would be accepted.

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## Key Takeaways

- Change is hard because it threatens identity
- Leadership is cyclical: disrupt, optimize, preserve
- Pivoting is essential for survival
- Mentorship and respect bridge generational gaps
- Continue to explore tech applications

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