

mccrindle SPEAKERS

Keynote presentations • Strategy workshops • Boardroom briefings



E L I A N E M I L E S

S O C I A L R E S E A R C H E R

B U S I N E S S S T R A T E G I S T

Research Director at McCrindle

S O C I A L R E S E A R C H E R

Eliane Miles

Eliane Miles is a social researcher, business strategist and Director of Research at the internationally recognised McCrindle. She is a global trends analyst who not only studies the megatrends, but has herself been shaped as a global citizen having spent her formative years in Europe, her high school years in North America and she has completed her university and postgraduate qualifications in Australia where she is now based. She is multilingual in not just language but importantly articulate in how organisations can respond to global change and thrive amidst disruption.

As a data scientist she understands the power of analytics to inform strategic direction. Managing research across multiple sectors and locations, she is well positioned to understand the mega trends transforming the workplace, household and consumer landscapes.

With academic qualifications in community engagement and postgraduate studies in international development and global health, Eliane brings robust, research-based content to her engaging presentations and consulting. She is regularly interviewed on these topics on prominent television programs such as National Nine News, SBS News, ABC News, Seven News and the Today show, as well as on radio, print and in online media.



Eliane is a stellar presenter - clear, conscience and relevant.
Her presentation was extremely well received.

P L A T I N U M C O M M U N I C A T I O N S

KEYNOTE & WORKSHOP TOPICS



Eliane, you have been fantastic to work with. You brought tremendous insight, energy and passion to our Leaders Forum session. Well done. I very impressed by the analysis, research, turnaround and how you packaged and released the information to our global leaders.

COMPASSION
INTERNATIONAL

- **Know the times, shape the trends**

A snapshot of the most influential demographic, social and global trends

- **Responding strategically to the global megatrends**

The challenges and opportunities of technological, generational, social and demographic change

- **Understanding and engaging with generation Z**

Inspiring staff, volunteers & teams towards engagement

- **Leading teams in changing times**

Developing emerging leaders and managing multi-generational teams

- **Communication that gets cut through**

Connecting with customers, clients and teams in changing times

- **Future-proofing careers**

How educators and employers can equip the next generation to thrive in changing times

S P E A K E R T O P I C S

Know the times, shape the trends

A snapshot of the most influential demographic, social and global trends

The times are changing faster than ever – technologically, demographically, socially, and economically. In the ongoing quest for relevance, it is imperative that organisations observe the changes, understand the shifts and respond to the trends. In this session Eliane Miles will provide a snapshot of the emerging demographic, technological and social trends and provide an overview of the diverse generations and the impacts and opportunities these emerging trends.

Responding strategically to the global megatrends

The challenges and opportunities of technological, generational, social and demographic change

This session provides a strategic analysis of the key global and local trends transforming the business and consumer landscape. From technological trends to demographic shifts, from social change to generational transitions, Eliane will define and assist attendees to strategically respond to each of these mega-trends.

Understanding and engaging with generation Z

Inspiring staff, volunteers & teams towards engagement

Today's generation of teenagers and children are the first generation to be wholly shaped in the 21st Century and so are our first truly digitally integrated, wirelessly connected, global generation. However they are more than just students; within the next decade they will comprise over 1 in 4 of our workforce and they are currently consumers with customer influence well beyond their economic footprint. This session will equip teachers, trainers and employers with the knowledge and skills to engage this post-literate, multimodal and tech-savvy generation.



S P E A K E R T O P I C S

Leading teams in changing times

Developing emerging leaders & managing multi-generational teams

With Australians living longer and working later, the workplace today comprises more generations than ever before. Along with an ageing population we have an ageing workforce. Employers have a focus of not just engaging and up-skilling experienced staff but attracting and retaining the emerging generations. Over the next decade, the proportion of Baby Boomers in the workforce will halve, while the number of Generation Y and Z workers will more than double. In this session Eliane will give an overview of each generation in the workforce and some analysis of their needs and expectations as well as strategies to manage multigenerational teams and develop 21st century leaders.

Communication that gets cut through

Connecting with customers, clients and teams in changing times

In these message-saturated times, getting effective cut-through, engagement and response is a critical challenge. This session will teach and model effective communication based on an understanding of the influence patterns of today's audiences and strategies that best connect. Eliane will analyse the visual, social, global and relational aspects of communication today and how workplace communication, public messaging and brands can effectively respond.

Future proofing careers

How educators and employers can equip the next generation to thrive in changing times

In this session Eliane will provide an overview of the key trends transforming the workplace and careers of the future. She will deliver a snapshot of Australia now and over the decade ahead, giving a forecast of the transformative changes and insights into how to respond to the new world of work. This session will cover:

- Demographic and workforce changes and emerging sectors
- The new global careers: What sectors are shrinking and where are the new opportunities
- Attracting and retaining top talent: What the best employers look for
- Entrepreneurship and innovation: Why these characteristics are key for all employees
- Technology trends and dead-ends: What you need to know!



IN THE MEDIA



Eliane's presentation was relevant
and on point.

C I T I G R O U P

Thanks again to Eliane for flying across
to Adelaide to present. The discussion
afterwards about the presentation and
report was fantastic.

S C O U T S A U S T R A L I A

Well-received. It was relevant, factual,
interesting and at times humorous.

T A F E N S W

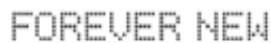


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Overall fantastic! Very responsive, responded well to our brief, used our ideas and came
up with something powerful we can hopefully change the way our organisation moves
forward with branding and perception.

P A R R A M A T T A C I T Y C O U N C I L

CLIENTS



Eliane is fabulous. Responsive, hardworking and intuitive. Made for a great working relationship that resulted in excellent outcomes.

A N G L I C A R E

mccrindle

SPEAKERS

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It was wonderful for staff and event attendees to hear from someone from outside a university environment. Eliane's presentation was received really well. The presentation and her delivery made it easy for people to understand. We would highly recommend Eliane, she fitted our brief perfectly.

L A T R O B E U N I V E R S I T Y

Eliane spoke very well and comes across naturally when speaking about the statistics and topics. Guests were kept engaged, and laughed (at the right time!), and they found the content relevant and interesting. Eliane read the room well and was a pleasure to have as our keynote speaker.

R H E M A F M

Eliane was great to work with – really knowledgeable and ran the sessions excellently.

O P E N T A B L E



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