

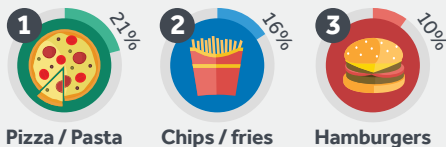
MOBILITY



UNI DEGREES



FAVOURITE TAKEAWAY FOOD



REDEFINED LIFESTAGES

20th CENTURY

CHILDHOOD

TEENAGER

ADULTHOOD

TODAY

CHILDHOOD

TWEEN

TEENAGER

YOUNG ADULT

KIPPERS

ADULTHOOD

CAREER-CHANGER

DOWNAGER

WORKFORCE OF 2025

BB 13% **X** 29% **Y** 31% **Z** 27%

GLOBAL GENERATION

2,000,000,000 **2 BILLION GEN Zs**
COUNTRIES WITH LARGEST NUMBER



EFFECTIVE ENGAGEMENT



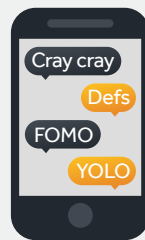
TOP NAMES

Oliver 1 Charlotte 1
William 2 Olivia 2
Jack 3 Ava 3
Noah 4 Emily 4
Jackson 5 Mia 5



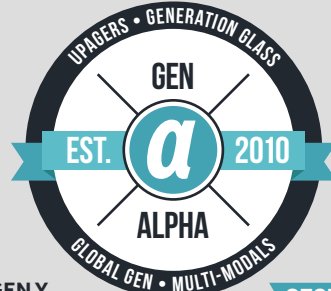
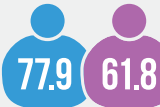
2,500,000 Gen Alphas born globally each week

SLANGUAGE



+ HEALTH

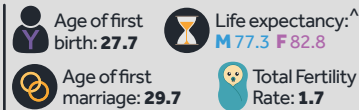
% likely to be obese/
overweight when all
Gen Z have reached
adulthood (2027)*



TOP SPORTS



GEN Y PARENTS

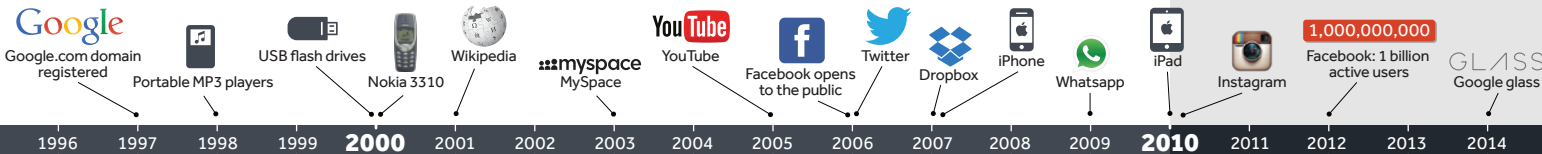


OECD

MEME OF THE YEAR

WORD OF THE YEAR

Keep Calm & Carry On Double Rainbow Planking Gangnam Style Harlem Shake
Tweet App Cloud Hashtag Selfie



clairemadden

SOCIAL RESEARCHER NEXT GEN EXPERT

Research Director at McCrindle

Claire is fluent in the **social media**, **youth culture**, and **engagement styles** of these global generations, and a professional in interpreting what this means for **educators**, **managers** and **marketers**.



SPEAKER TOPICS



Generation Z Defined

The 7 key factors of this global generation



Future Proofing Careers

How educators can equip their students to thrive in changing times



Kids, Tweens & Teens

Gen Alpha & Gen Z: What they like, what they buy & why



Gen Z at Work

Attracting, retaining, managing & training emerging generations



The What, Why & Where of Social Media

How to connect & communicate with the new generations



Next Gen Leadership

Developing emerging leaders & managing multi-generational teams



Creating an Engaging Culture

Inspiring the next generation of staff, volunteers & teams



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