

EFFECTIVE ENGAGEMENT

X	Verbal Sit & listen Teacher Job security Authoritarian Curriculum centred Closed book exams Books & paper Doer	Z
	Visual Try & see Facilitator Flexibility Participative Learner centric Open book world Glass & devices Co-creator	

UNI DEGREES



TOP EMOJIS



MOBILITY



CHANGING GENERATIONS



2,800,000 Gen Alphas born globally each week

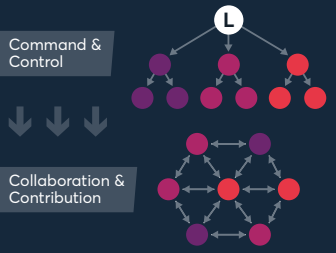
CHARACTERISTICS

- Global
- Digital
- Social
- Mobile
- Visual

TOP BABY NAMES

Oliver	1	Charlotte
Jack	2	Olivia
William	3	Ava
Noah	4	Amelia
Henry	5	Mia

LEADERSHIP CHANGE



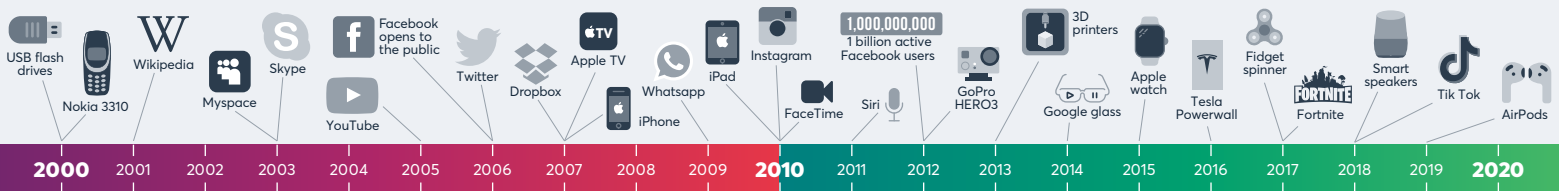
WORKFORCE OF 2030

X 23%

Y 32%

Z 34%

a 11%



MEME OF THE YEAR

- Badger video, Charlie the unicorn, Chuck Norris facts, Potter puppet pals, Charlie bit my finger, David after dentist, JK wedding dance, Photo-bombing, Planking, Gangnam Style, The Fox, Icebucket Challenge, Blue & black/white & gold, Bottle flip, The dab, Floss dance, 10 year challenge

WORD OF THE YEAR

- Blog, Texting, Emo, Podcast, Peeps, Bailout, Unfriend, App, Cloud, Hashtag, Selfie, YOLO, Post-truth, Fake news, Toxic, Yeet

NEW JOBS

- Sustainability officers, Digital records manager, Data visualisation designer, Blogger, Big data analyst, App developer, Social media marketer, Autonomous vehicle technician, Medical nanotechnologist, UX manager, Cyber security professional, Blockchain developer, Robotics technician, UAV operator, Virtual reality engineer, Workplace concierge, Wellbeing manager, Professional organiser

CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
Slang terms	 <p><i>We prefer proper English if you please</i></p> <p>Born: < 1946 Age: 76+</p>	 <p><i>Be cool</i> <i>Peace Groovy</i> <i>Way out</i></p> <p>Born: 1946-1964 Age: 57-75</p>	 <p><i>Dude Ace</i> <i>Rad As if</i> <i>Wicked</i></p> <p>Born: 1965-1979 Age: 42-56</p>	 <p><i>Bling Funky</i> <i>Doh Foshizz</i> <i>Whassup?</i></p> <p>Born: 1980-1994 Age: 27-41</p>	 <p> <i>Fam</i> <i>GOAT Slay</i> <i>Yass queen</i></p> <p>Born: 1995-2009 Age: 12-26</p>	 <p><i>lit yeet</i> <i>hundo oof</i> <i>m idrc</i></p> <p>Born: 2010-2024 Age: under 12</p>
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership style L - Leader l - New leaders	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence/advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)