

# ENGAGING GENERATIONS

## TECHNOLOGY TIMELINE



## FOMO GENERATION!

consumes **10hr 45min** media content daily

**2.7hr** connected to social media daily

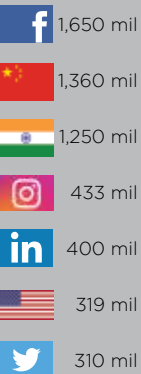
**56%** teens connected 5+ times daily; **24%** constantly connected

**53%** connect 15min before bed

**1 in 4** use social media during breakfast and lunch daily

**1 in 4** have been cyberbullied

## POPULATIONS



## FUTURE OF WORK

17 jobs 5 careers 40% jobs automated in 15 years\*

## MEGA TRENDS

artificial intelligence global connectivity digital disruption

## NEW INDUSTRIAL REVOLUTION

agriculture manufacturing technology

## DECLINING WORKFORCE RATIO

people aged 15-64 : 65+



## DEMOGRAPHICS

life expectancy: **M: 80.1 F: 84.3**

median age of parents (at birth): **M: 33 F: 30.8**

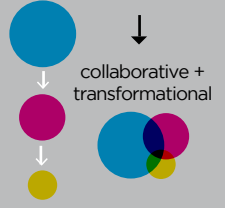
total fertility rate: **1.8**

## 3 GREATEST FEARS



## ENGAGEMENT LEADERSHIP STYLES

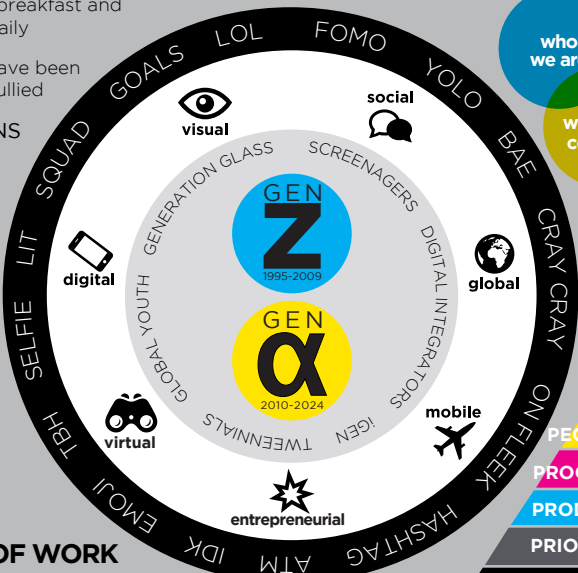
positional + transactional



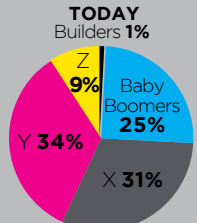
## STRATEGIC INNOVATION



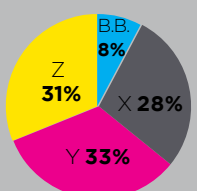
## ORG BUILDING BLOCKS



## WORKFORCE TODAY



## 2025



## PRODUCTIVITY



## EDUCATION

**59%** of pop have post-school qualification **1 in 2** Gen Z will be university educated\*



CONFERENCE KEYNOTES



EXECUTIVE BRIEFINGS



TRAINING + PD SESSIONS

## KEYNOTE + WORKSHOP TOPICS



### GENERATION Z DEFINED

The 7 key factors of this global generation.



### CREATING A CULTURE OF COLLABORATIVE INNOVATION

Responding to change, leveraging technology, innovation and collaboration.



### FUTURE PROOFING CAREERS

How educators and employers can equip Gen Z for the changing landscape of work.



### SOCIAL MEDIA, CONNECTED BUSINESS

Thriving in the screenage and engaging with generation glass.



### GEN Z AT WORK

Attracting, retaining, managing & training emerging generations.



### KNOW THE TIMES, SHAPE THE TRENDS

A snapshot of the most influential demographic, social & global trends.



## helloclarity. STRATEGY + COMMUNICATIONS

*Hello Clarity is a strategy & communications agency which exists to equip organisations to more effectively engage with their internal and external stakeholders.*



**STRATEGIC  
IMPLEMENTATION**



**CULTURAL  
TRANSFORMATION**



**EFFECTIVE  
COMMUNICATION**

*Tailored consulting packages to effectively position organisations for increased relevance and engagement.*



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