

Keynote  
presentations

Strategy  
workshops

Boardroom  
briefings

# Ashley Fell



**Social  
Researcher**



**Trends  
Expert**



**Director  
of Advisory**



ASHLEY FELL

# Social researcher & demographer



Ashley Fell is a social researcher, TEDx speaker and the Director of Advisory at McCrindle. She is the author of two books on leadership and generational insights, titled *Work Wellbeing* and *Generation Alpha*. She is also the host of McCrindle's podcast, *The Future Report*.

From topics including future trends, business insights, leadership and communication skills, Ashley is passionate about delivering visually engaging, tailored, and research-based presentations for corporate, government and not-for-profit clients.

Her expertise is in training and equipping leaders and teams on how to lead across generational divides; particularly Gen Y (popularly known as millennials), Gen Z and now the newest generation, Generation Alpha.

From Ashley's experience in creating engaging research-based content, strategising public relations, managing social media platforms and coordinating industry events, she is well positioned to advise on how to achieve cut through in these message-saturated times.

In addition to delivering informative keynote presentations with splashes of humour at conferences, boardroom briefings, and PD Days; and MCing special events; Ashley is regularly interviewed for print media, TV programs, radio and podcasts.



# Recommended keynote and workshop topics



**Future Trends**



**Generational Change**



**Leadership**



**Demographic Insights**



**Communication Skills**

# Future trends



Ashley was absolutely amazing and the feedback has been fantastic. Everyone loved her presentation and the way she delivered it, with humour throughout. Great insights for our team and great choice of speaker!

— TOYOTA



## The top trends shaping the future consumer

Over the last couple of years, societal change has been accelerated. Great leaders need an understanding of these changes to lead their teams, engage with consumers and thrive in the future. This session will give an analysis of our fast-moving times and a snapshot of the key trends redefining the future. It will deliver an overview of the changes and insights to help you not just respond to the trends, but to shape them. From technological trends to demographic shifts, from social change to generational transitions, this session will define and strategically respond to each of these mega-trends set to shape the future consumer.

## The future of work and careers; the skills needed to thrive in changing times

From an ageing population to changing household structures, from population growth to generational change, and from housing mobility to a global pandemic, our society continues to change rapidly, with big implications for careers and the workplace. In this session Ashley will provide an overview of the key megatrends transforming the workplace and careers of the future. She will deliver a snapshot of Australia now and by 2030, giving a forecast of the transformative changes and insights into how to engage, develop and lead the new generations.



# Generational change



Ashley's excellent keynote was an enthusiastic success. I know the crowd was glued to their seats and taking in the insights like sponges. Her sense of humour, great visual flow and jam-packed findings made for a power-packed 45 minutes.

— **KIDSCREEN SUMMIT,**  
**MIAMI FLORIDA**



## Understanding and engaging with Generation Alpha

The next generation of young people are known as Generation Alpha. Born between the years of 2010 and 2024, they will be the largest generation in the history of the world. Although they are the children and students of today, they are the university graduates, employees and consumers of tomorrow. They are truly the 21st Century generation, with the whole of their formative years lived in this century. They are mobile, digital, global, visual and social. Their lives are post-lifestage, their learning is post-linear and their careers post-structural. In this session, hear from the social researchers who coined the term Generation Alpha and wrote the book on them, as we outline how to best engage with the most formally educated, technologically literate and materially endowed generation in history.

## The intergenerational workforce; creating culture, purpose and impact

Over the last couple of years the world of work has undergone a massive transformation. From COVID-19 to remote working, portfolio careers and the growth of the start-up culture - how, where and when we work has significantly changed. Additionally, we have more generations mixing in the workplace than ever before. This session looks at how to create an engaging workplace culture for a diverse workforce to bring about greater productivity, engagement and wellbeing.

# Leadership



Passionate, energetic and insightful, Ashley has become a favourite on the Future of Leadership stage. She always delivers the most relevant research in a fun and engaging style, and even in a virtual environment we could still feel the energy, laugh at her jokes, and soak up the data.

— FUTURE OF LEADERSHIP



## **Leading thriving teams in rapidly changing times**

In any given week, we spend more than a third of our waking hours at work, so it is the place we most need to get wellbeing right. It is also a key priority for workers, with 83% saying it is up to the employer to facilitate. Based on her book *Work Wellbeing: Leading thriving teams in rapidly changing times*, in this session Ashley will provide a practical, data-driven and engaging guide to work wellbeing; equipping leaders, managers and employees with a thorough understanding of what work wellbeing is, why it's a non-negotiable for the future and how to achieve it.

## **Recruiting, retaining & training the new generations at work**

The future is shaped not just by the technological changes but also the sociological changes. It is critical to understand the attitudes, values and expectations of the diverse generations comprising today's workforce. This session will outline the new demographics and the social trends which have shaped Gen Y and Gen Z and will identify the HR implications of these new attitudes, values, and workplace priorities of today's employees. Ashley will highlight the implications of this for effective employer branding, attraction and retention strategies, workplace communications and leadership styles.



# Demographic insights



The feedback has been fantastic and we were really happy with Ashley's presentations - engaging, fun and full of great conversation starters - exactly what we were after for this crowd. Absolute pleasure to work with Ashley and the team.

— PWC



## **A demographic snapshot; now and towards 2030**

To engage with people and connect with communities, we need to understand the data and the demographics. Population analysis tells a fascinating story of our world today and reveals clear trend lines. In this session, Ashley uses the latest demographic data to give a snapshot of the changes, the trends, the challenges and the opportunities for your brand, organisation and sector. And don't be fooled by the word demographic or data - this session will be fast-paced, engaging and inspiring.

## **Changing times, emerging trends**

This session gives an analysis of our fast-moving times and a snapshot of the key trends redefining our society. It will deliver an overview of the changes and insights to help organisations not just respond to the trends but to shape them. From technological trends to demographic shifts, from social change to generational transitions and a defining global pandemic, in this session Ashley will define and strategically respond to each of these mega-trends.

# Communication Skills



Ashley's presentation was really engaging, insightful and really well delivered with good touches of humour. All the feedback we received was very, very positive. I wish we gave her the full hour instead of 30 mins!

— PEOPLE'S CHOICE CREDIT UNION



## Thriving in the screenage and engaging with digital and global communities

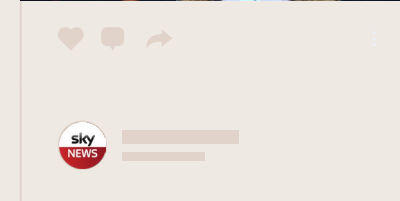
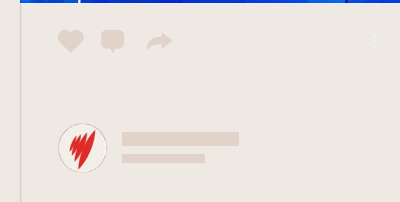
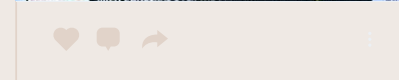
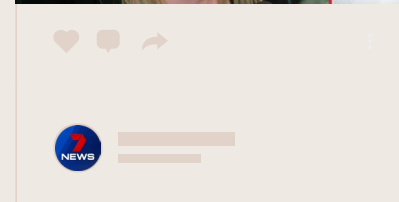
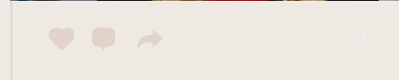
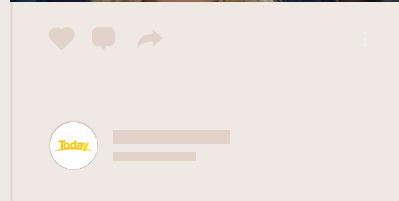
In an era of message-saturation, the challenge for organisations is to deliver quality content that will get cut-through. In this session, Ashley Fell, who leads the communications strategy at McCrindle, will share the latest research findings into media consumption, emerging technologies and the key influences on decision-making. She will define the elements of effective communication, means to maximise retention, and the trends in online communities.

## The power of storytelling in a digital era

In an era of message saturation and digital disruption, it can be difficult to cut through the noise, capture attention, and make our voice heard. In this session, Ashley will highlight how to communicate important information in visual ways, and how to effectively transform your data into a story. She shows how, even in our world of screens, social media and ever-emerging technology, it is the timeless power of storytelling, harnessing the unmatched visual platform that is the human mind, that best informs, instructs, involves and inspires audiences.



# In the media



# Clients





# Testimonials

Highly engaging and informative. Hit the mark and very personable. Good use of humour and relevant information and statistics in support of her claims. Clear, concise, and sophisticated. Ashley was brilliant, clear, concise and sophisticated. It really hit the mark and was very personable. The buzz amongst staff has been incredible. I have had so many requests to get Ashley back for future PD. It was the perfect way to commence the year.

— **Shore School**

Ashley is a fantastic presenter. She is warm and engaging, smart and brings humour to what could be dry content. You can always tell how good a presenter is come question time and this is where Ashley shines, no question is too curly for her! She is always very well received by our delegates.

— **Leading Aged Services Australia**

Informative and so well presented with great story telling. Loads of insights that will start our journey and strategic discussions.

— **MARS**

Ashley's presentation was outstanding, vibrant, engaging and fascinating. Presenting to a group of talented and curious educators is no small feat but Ashley captivated and held the audience beautifully.

— **Loreto**

Ashley's keynote was very engaging and she received an optimal evaluation from participants.

— **The European House – Ambrosetti, Italy**

Ashley's presentation was extremely well received. A great balance of data and information with effective storytelling and an engaging presentation style. We have received nothing but positive feedback and many commented on how poised and effective Ashley's communication style was.

— **Australian Association of Graduate Employers**

Ashley is a rock star-which goes without being said. She was a hit with our audience and is an excellent presenter. She connected well with the participants of the conference and we are grateful for her major contribution to the success of the conference.

— **International Christian Educators**

I'm so glad we went with Ash. She enthused and inspired the group and her use of generational-related humour connected with the team. The data was up-to-date, perfectly relevant to our work and presented with great skill. Ash was very human in her approach, she engaged with individuals and was warm and affable.

— **St Ignatius College Riverview**

Ashley's presentation was engaging and informative. The data was great, the visuals engaging and the honour spot on!

— **Vocational Education and Training Skills Symposium**

Ashley was polished, succinct, poised and in every way, a truly professional speaker that engaged at a deep and personal level with my clients. Of the 20 speakers I engaged this year, Ashley ranks among the best, if not the best.

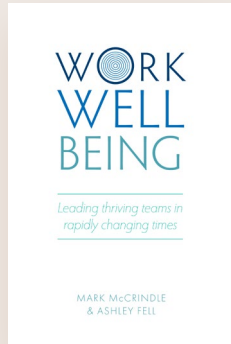
— **Investors Edge Finance**

Ashley's presentation on leading teams in changing times was one of the most interesting of the forum. It was honour for Netball NSW to have her as one of our speakers.

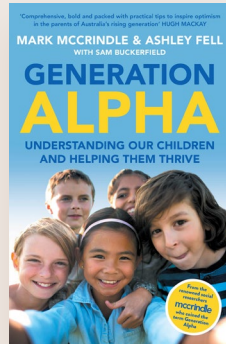
— **Netball NSW**

# Publications

## Books



**Work Wellbeing**



**Generation Alpha**



**The Future Report Podcast**

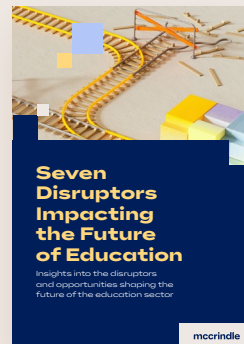
## Recent reports



**Understanding the Future Consumer**



**Understanding Generation Z**



**Seven Disruptors Impacting the Future of Education**



**Understanding Generation Alpha**



**The Generations Defined**



# Invite Ashley to speak at your next event





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