

Keynote  
presentations

Strategy  
workshops

Boardroom  
briefings

# Geoff Brailey



**Social  
Researcher**



**Trends  
Analyst**



**Director of  
Solutions**



GEOFF BRAILEY

# Social researcher & futurist



Geoff Brailey is a social researcher, strategic advisor and Director of Solutions at the internationally recognised McCrindle. As an experienced researcher, Geoff understands how evidence-based insights can inform strategy and help organisations to thrive amidst change.

From his experience in solving business problems using research, Geoff has assisted organisations to identify new target markets and improve engagement levels with staff, donors and customers. Geoff regularly develops strategic recommendations that guide CEOs, business leaders, managers and teachers to communicate the trends and shape the culture.

Geoff integrates research statistics with visualised storytelling in his highly engaging presentations. He has presented to organisations across the education, aged care, real estate, government and NFP sectors. As a gifted communicator and passionate researcher, Geoff brings positivity, curiosity and strategic insights from the latest trends impacting Australia and provides practical ways to respond to the trends at an organisational and individual level.

# Recommended keynote and workshop topics



## **Future proofing organisations through DESTEL strategic workshops**

Guiding leaders to identify the trends that will impact their organisation



## **Recruiting, retaining and training diverse generations**

Inspiring staff and teams towards engagement



## **Leading teams in changing times**

Developing emerging leaders and managing multi-generational teams



## **Understanding and engaging with Generation Z**

Inspiring staff, volunteers & teams towards engagement



## **Using demographics and data to drive organisational outcomes**

The power of research to drive strategy and change



## **Mentoring and leading the next generation**

How to develop leadership within teams and individuals

# Testimonials

Geoff's presentation was fantastic! He has a great way in drawing the audience in with subtle messaging and exciting and funny insights. He was well received.

— **Sydney Hills Business Chamber**

The results that Geoff presented helped us to clearly identify the most important landscapes, and enabled the Sydney Water Executive to focus further effort on the important few that will drive future strategy.

— **Sydney Water**

Geoff's presentation was informative, hilarious and superb.

— **Positive Media**

# Clients



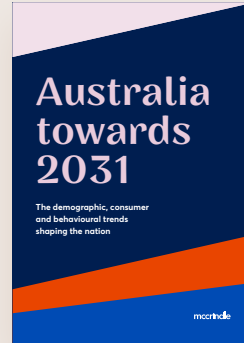
# Recent publications



**Understanding the Future Consumer**



**Shaping thriving culture**



**Australia Towards 2031**



**Understanding Generation Alpha**



**The Generations Defined**

# In the media



# Invite Geoff to speak at your next event





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