

Keynote  
presentations

Strategy  
workshops

Boardroom  
briefings

# Grant Dusting



**Social  
Researcher**



**Trends  
Analyst**



**Director of  
Strategy**



GRANT DUSTING

# Social researcher & demographer



Grant Dusting is a social researcher and the Director of Strategy at the internationally recognised McCrindle. With a background in public policy, community engagement and boardroom experience in the NFP sector, Grant is experienced at advising organisations on how to respond strategically to current and future trends.

As a non-executive director himself, Grant understands the importance of reliable data, actionable insights and clear communication. Combining big-picture analysis with an eye for fine details and key questions, Grant's strategic approach helps organisations identify how to leverage the power of research insights to drive their strategy and communications.

Grant brings a wealth of research experience to his engaging presentations and consulting. He loves providing data-led insights so decisions can be made with wisdom and stories told with clarity.



# 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

The data and content presented exceeded our expectations!

— **AISWA**

Grant nailed the brief and delivered a fantastic, informative and industry relevant presentation.

— **Mortgage Finance Association of Australia**

Grant delivered his presentation at a level that connected with a broad cross-section of our employees - from teachers to non-teachers.

— **Prescott Schools**

We have had Grant present at multiple conferences - back by popular demand!

— **WADSIH, Curtin University**

# Clients





# Recent publications



**Understanding the  
Future Consumer**



**Shaping thriving  
culture**



**Australia Towards  
2031**



**Understanding Generation Alpha**



**The Generations Defined**

# Invite Grant to speak at your next event





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