

Keynote
presentations

Strategy
workshops

Boardroom
briefings

Mark McCrindle



**Social
Researcher**



**Trends
Expert**



Demographer





MARK McCRINDLE

Demographer & futurist

Mark McCrindle is a social researcher, best-selling author and TEDx speaker. He is a sought after thought-leader in tracking emerging trends influencing society, and is recognised globally as the one to coin the name for the emerging global generation, Generation Alpha.

As a renown demographer and futurist, Mark has developed his reputation across two decades as an award-winning social researcher, best-selling author and social commentator. Mark has appeared across all major television networks, radio and print media, and has twice been invited to speak at TEDx events. He has presented thousands of keynotes and workshops in all major industries including, finance, technology, health, mining, energy and education.

Mark's advisory, communications and research company, McCrindle, count among its clients more than 100 of the largest companies and leading international brands. Mark's highly valued social commentary is presented through his engaging keynotes, research, reports, infographics, videos and media input. He is a trusted advisor and sits on the board of a number of different organisations, after having developed his regard as an expert demographer, futurist and social commentator.

Mark McCrindle, BSc (Psychology), MA, is the author of five books on emerging trends and social change. Generation Alpha, Work Wellbeing: Leading Thriving Teams in Rapidly Changing Times, The ABC of XYZ: Understanding the Global Generations, Word Up: A Lexicon and Guide to Communication in the 21st Century and The Power of Good.

Recommended keynote and workshop topics



Future Trends



Generational Change



Leadership



Demographic Insights



Futureproofing & Strategy

Future trends



It was excellent. It resonated really well with the attendees. Mark's passion was clear in his delivery.

— APPLE



Changing times emerging trends; innovating and thriving amidst transformative times

Only occasionally in history do massive demographic changes combine with huge social shifts, generational transitions and ongoing technological innovation, plus a global pandemic so that within the span of a few years society altogether alters. While such change impacts everyone and every organisation, those that will future proof their organisations understand the times, influence the trends and shape the future. In this session, Social Analyst Mark McCrindle will navigate the megatrends transforming the future to deliver a snapshot of 2030. He will discuss the key implications of these changes on clients, employees and the broader community and how through collaboration, innovation and adaptation, we can thrive in these times of change.

The future of work; understanding the trends to prepare for the future

The world of work is has undergone a massive transformation in recent years. Workers today are looking for flexibility, autonomy and purpose in and through their work. Hybrid work, then, is evidently a prominent facet of organisational behaviour today, bringing with it both challenges and opportunities for leaders to navigate. In this session, Mark McCrindle will explore how workplace leaders can shape culture in this hybrid environment, drawing insights from McCrindle's cultural health assessment tool to help attendees create engaging cultures, increase productivity and how leaders can pave the way in this new world of work.

Generational change



Loved every minute of this presentation. Could have listened to Mark for the whole two days.

— FUTUREGEN CONFERENCE

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Understanding and engaging with the ever-changing customer

Organisational leaders are increasingly seeing the importance of business intelligence and social analysis in driving growth. But to increase sales and develop product innovations to attract younger generations, a deeper understanding of these new customers and their changing expectation is imperative. In this session, Mark will give an overview of the emerging generations - Millennials, Gen Z and Gen Alpha - and how they differ from their older counterparts. He will examine who they are and what defines them; what drives and motivates them; and how best to communicate with them in these rapidly changing times.

The new world of work and the emerging workforce

The future is shaped not just by technological changes but also sociological changes. Our world is experiencing the biggest generational change since the birth of the Post-war Baby Boomers. Increasingly Baby Boomers are downshifting, Generation Xers and Ys are the emerging managers, and the Gen Zeds are today's new employees. Therefore it is critical to understand the attitudes, values and expectations of the diverse generations comprising today's workforce. In this session, Mark will identify the HR implications of these new attitudes, values, and workplace priorities of today's employees. He will highlight applications of this to effective employer branding, attraction and retention strategies, workplace communications and effective management styles.

Leadership



Mark was absolutely wonderful – his topic was spot on... good, meaty, relevant content, engaging, direct and funny – everything you want in a speaker!

— REAL ESTATE LEADERSHIP FORUM



Leadership in anxious times; maximising opportunities in a changing world

Over the last couple of years, societal change has been accelerated. Great leaders need an understanding of these changes to lead their teams and shape the future. 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 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 years ahead.

Work wellbeing; 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. Based on the book *Work Wellbeing: Leading thriving teams in rapidly changing times*, this session will help leaders and organisations understand and navigate the future of work, intergenerational teams and why prioritising employee wellbeing is a non-negotiable for the future. Mark will provide a practical, data-driven and engaging guide to workplace wellbeing; equipping leaders, managers and employees with a thorough understanding of what work wellbeing is, why it's important and how to achieve it.

Demographic insights



Relevant, informative, energetic, engaging, useful and practical. Interesting and thought provoking. It was received very positively and the leaders learnt from it.

— QANTAS

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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.

Bringing data to life

The emerging generations of business leaders are digital, visual, and global in outlook, and expect information to be presented in compelling ways. While the last few years have introduced big data to business, the challenge is interpreting the data and communicating the trends and insights effectively. Just as "a picture tells a thousand words", an infographic presents a large number of data points in an easily accessible visual format. As pioneers in data visualisation area, Mark will explain how your organisation can interpret the key data and present the summarised insights in innovative and visually accessible ways.

Futureproofing & Strategy



It was great to have Mark speak. He sparked some excellent conversation and triggered some new thinking around our strategy.

— FOX SPORTS EXECUTIVE OFF-SITE

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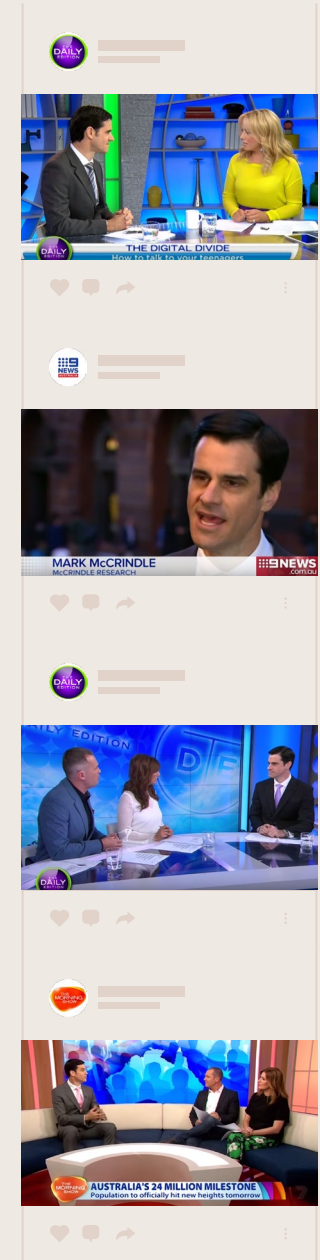
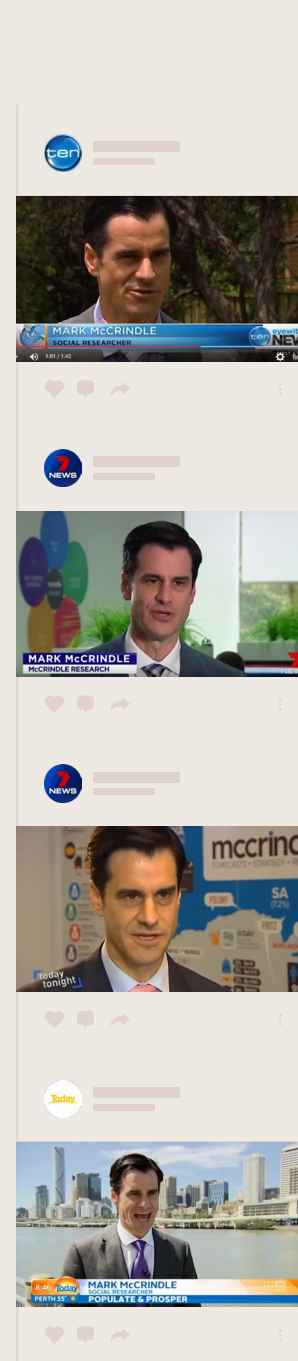
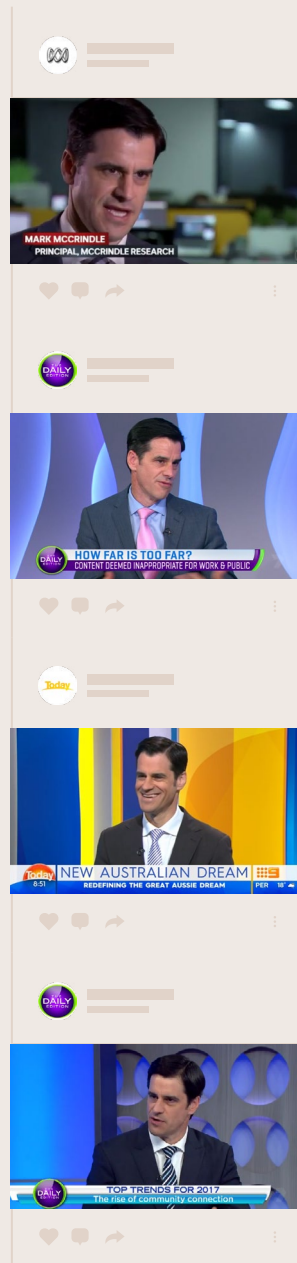
DESTEL strategy workshops

Combine your board's expertise with our understanding of the trends impacting your industry. Our inspiring and practical workshops explore DESTEL trend areas (Demographic, Economic, Social, Technological, Environmental and Legislative) to develop strategic directions that focus on opportunities arising from emerging trends. Our goal is to help your board plan for the future with greater confidence by relying on a better understanding of the external environment and how your organisation can align with market trends.

Strategic advisory

In an age of rapid demographic, social and technological upheaval, this workshop will help organisations develop strategies for an uncertain future. We help you understand the forces that are shaping your operating environment so you can future-proof your organisation. From this session you will discover strategic insights, identify new target markets, understand external trends, improve stakeholder engagement and be in a position to provide clear direction for your organisation.

In the media



Clients



Testimonials

Brilliant. Mark has an engaging style with a great sense of humour. He was completely on point and the presentation lighten up the intensity of the day. The feedback has been fantastic and his presentation was memorable.

— **Independant Public Schools Alliance**

Mark's presentation was both insightful & entertaining at the same time. You could tell he commanded the audience's attention both online & in person. Mark is a very confident speaker & clearly knows his content. We really appreciated Mark working with us to deliver content that was of relevance & value for our audience..

— **Australia Post**

Mark's presentation, with the visual representation of data, splashes of humour and storytelling was like watching a professional at the peak of their game. Truly captivating and thought provoking.

— **King & Wood Mallesons**

Highly effective - provoked thinking and provided a wealth of relevant information. Very well received and stimulated much discussion.

— **Independent Schools Australia**

Mark brought a candour, credibility and presence to our event that really hit the mark.

— **MinterEllison**

Mark's keynote was very energetic and engaging. We were very pleased to get the big picture demographic snapshot before going into the detail of the residential property market dynamics.

— **Credit Suisse Residential Coalface Conference**

Mark is such an inspiring speaker. We received a lot of positive feedback after his presentation.

— **Ironfish Shanghai**

Mark's presentation was on brief which I really appreciate. Often speakers present their 'cookie cutter' presentation and don't tailor to the audience. Mark certainly delivered on our brief.

— **Indue Leadership Forum**

It was a great session to open our conference. The feedback has been phenomenally positive!

— **Aussie Home Loans**

An analyst with a newsreader voice & presentation personality. Really enjoyed the topic and could listen to him over & over also. Lots of takeaways!.

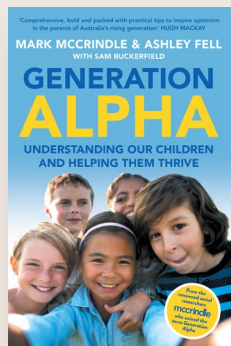
— **Tourism Industry Restart Conference**

Mark McCrindle was an incredibly engaging and inspiring keynote speaker. His presentation was tailored to our region and city, which helped connect and resonate well with the audience. Mark's statistics and accompanying visual slides were mind blowing and created a new way of thinking within the attendees. I would highly recommend Mark for any presentation going forward!

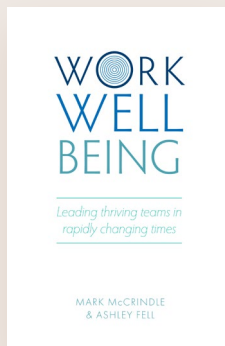
— **Commerce North West**

Publications

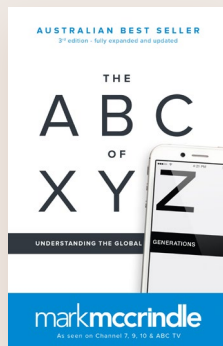
Books



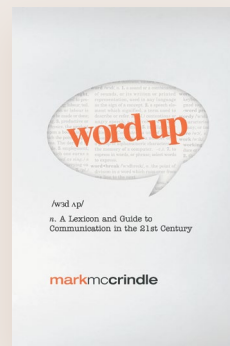
Generation Alpha



Work Wellbeing



The ABC of XYZ



Word Up



**The Future Report
Podcast**

Recent reports



**Understanding the
Future Consumer**



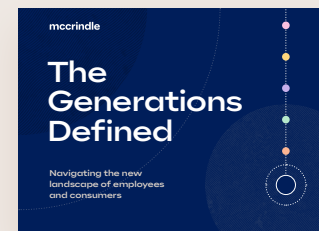
**Understanding
Generation Z**



**Seven Disruptors
Impacting the
Future of Education**



**Understanding
Generation Alpha**



**The Generations
Defined**

Invite Mark to speak at your next event




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