

Keynote  
presentations

Strategy  
workshops

Boardroom  
briefings

# Sophie Renton



**Social  
Researcher**



**Trends  
Analyst**

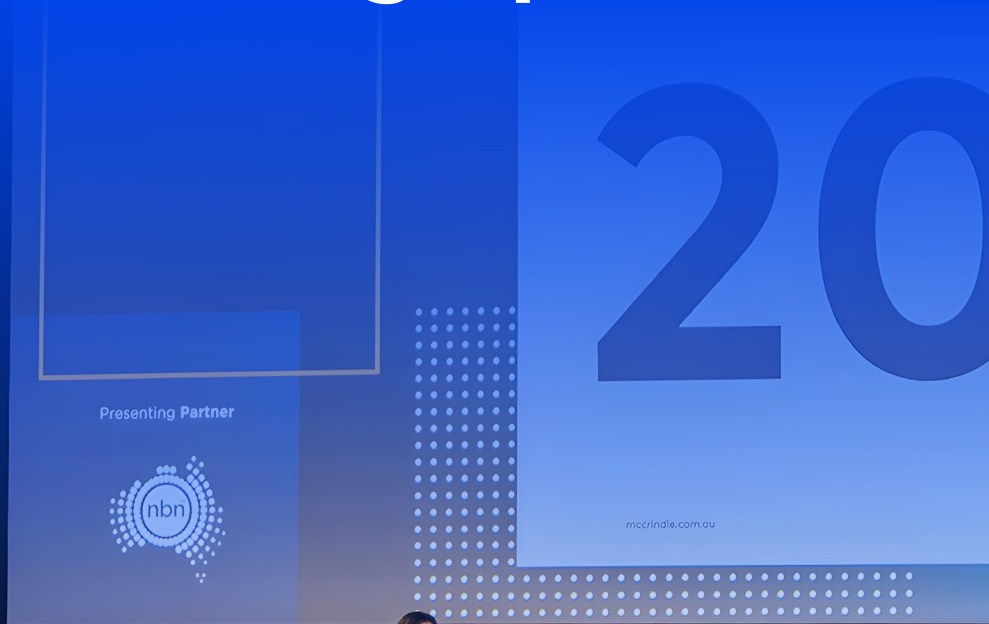


**Managing  
Director**



SOPHIE RENTON

# Social researcher & demographer



Sophie Renton is a social researcher and generational expert who is passionate about using evidence-based insights to inform strategy and help organisations to thrive amidst complexity. As the Managing Director at the internationally recognised McCrindle, she leads the McCrindle team in search of insights that lead to better outcomes for organisations, communities, and individuals.

As the author of numerous research publications, she keeps her finger on the pulse of the trends shaping our lives. From the factors disrupting the future of education, leading thriving intergenerational teams and developing leaders, Sophie believes having a clear understanding of the context in which leaders are operating today is essential for mapping the path forward.

After almost a decade in the education sector and her experience as a non-executive director, Sophie understands the need to equip directors with insights to govern well.

As a sought after consultant, media commentator, and facilitator, Sophie's passion for leadership, building healthy intergenerational teams and the next generation enables her to bring robust, research-based content to her engaging presentations and consulting.

# Recommended keynote and workshop topics



## **The future of work and careers**

How educators and employers can equip the next generation to thrive in changing times



## **The top trends every board needs to know**

Understanding the external environment to position your organisation for success



## **Leading teams in changing times**

Creating an engaging culture for multigenerational workplaces



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

Inspiring staff, volunteers & teams towards engagement



## **Changing times, emerging trends; the top 5 trends transforming organisations**

A snapshot of the most influential demographic, social and global trends



## **The future consumer**

Understanding the trends at play shaping consumer behaviour

# Testimonials

Sophie was fantastic. Our staff haven't stopped talking about the presentation. It has been a conversation starter for our week of professional development.

— **Kingswood College**

Sophie speaks in a clear, down to earth manner that is both engaging and enjoyable.

— **Charles Sturt University**

Sophie's presentation was engaging, and the content was relevant and appreciated.

— **McGrath Foundation**

Sophie facilitated a fantastic presentation, one of the most engaging I have participated in of late. The information presented was excellent and highly relevant. It was lively, engaging and informative.

— **TAFE NSW**

Sophie was engaging, informed and passionate. We have had very positive feedback about her session. Her presentation was engaging and inspiring.

— **Lindisfarne Anglican Grammar School**

# Clients



**AIST**



**MISSION AUSTRALIA**



**TOYOTA**



# Recent publications



**Understanding the Future Consumer**



**Shaping thriving culture**



**Seven Disruptors Impacting the Future of Education**



**Understanding Generation Alpha**



**The Generations Defined**

# In the media



# Invite Sophie to speak at your next event





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