

clairemadden

Keynote presentations • Strategy workshops • Boardroom briefings



SOCIAL RESEARCHER

DEMOGRAPHER

KEYNOTE SPEAKER

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SOCIAL RESEARCHER

Claire Madden

M.A. (Lead.), B.A. (Comms.)

Claire Madden is a social researcher, media commentator, keynote presenter, TEDx speaker, business consultant, and founder and Director of the research based strategy and communications agency, Hello Clarity. Claire is a leading voice on the emerging generations, changing demographics and social trends. Claire is in demand for interpreting what this means for educators, managers and business leaders.

With academic qualifications in communications and postgraduate studies in leadership, Claire brings robust, research-based content to her engaging presentations and consulting. As a social commentator, she is regularly interviewed on prominent television programs including The Today Show, SkyNews, Sunrise and The Morning Show, as well as on the radio and in print media. Claire is on the board for a financial services company and on the Advisory Board of UTS Business School.



Presented extremely well, many people commented on your engagement with the audience.

IGA

The presentation was very well received and you were rated as one of the best speakers.

WORKCOVER WA

Claire's presentation was excellent and very well received.

FULTON HOGAN

A wonderful presentation... very engaging and informative .

MACQUARIE UNIVERSITY

TRENDS ANALYST

“

Claire's explanation of the thought processes and language of Gen Z and Gen Alpha had everyone in fits of laughter, but seriously considering the implications on the changing nature of the workplace. We were delighted with her presentations.

LANDGATE, PERTH

Spheres

CLAIRE
MADDEN
Social Researcher
Business

Engaging Generations

The convergence of demographic realities, technological developments and generational transitions is significantly redefining the social, educational and business landscapes. Our society comprises of six generations: from the Builders to the Baby Boomers, Generation X, Y, Z and Alpha. Our workplaces are on the brink of significant intergenerational transition as Gen Y and Z will make up 64% of our teams by just 2025.

Understanding the characteristics, formative influences, motivations and priorities of each generation can assist leaders, educators and managers to bridge generation gaps and build effective multigenerational teams. Gen Z are the largest, most technologically savvy, socially networked, globally connected generation in history. They will also be the most formally educated, will work later in life, consume more, travel more, create more and work in more jobs in their lifetime than their predecessors. The youngest Gen Zs won't be reaching retirement until at least 2074!

Understanding new demographic and technological realities can assist in positioning organisations for maximum engagement in changing times. The global consumer marketplace has become far more accessible, and with the rise of online shopping, today's consumers have access to an ever increasing range of global brands. From viral YouTube videos, musicians and bloggers, to becoming 'Instafamous' with large followings on social media, the global youth culture is being influenced by peer networks

and viral campaigns, not just the traditional mass media and the largest brands.

Gen Z have grown up with instant global connectivity, facilitated by mobile devices, social media communities, wearable devices and the continual merge between the physical and digital worlds. While we might think of Gen Ys as digital natives, it is the seamless integration of technology into daily life that sets Generation Z apart.

Most Requested Topics

- **Generation Z Defined**
5 key characteristics of this global generation
- **Next Gen Leadership**
Collaborative and transformational leadership to engage Gen Z
- **The Future of Work**
Mega trends redefining the future of work
- **Educating Screenagers**
Pedagogical implications for today's learners
- **Creating an Engaging Culture**
Inspiring the next generation of staff and teams
- **A Demographic Snapshot**
Realities transforming the business landscape.

KEYNOTE & WORKSHOP TOPICS



Generation Z Defined

5 key characteristics of this global generation

For Generation Z (born 1995-2009), a world of Wi-Fi is the only one they have ever known. Digital is their default, Siri is their personal assistant and with over 6 billion Google searches every day, access to any piece of information is only ever seconds away. They are digital linguists, social networkers, global collaborators and sensory engagers. In

this session, Claire will unpack 5 key characteristics of this emerging generation, and equip you with keys to better understand, engage and work with the generation who are the most formally educated, technologically literate and materially endowed generation in history.



The Future of Work

Mega trends redefining the future of work

In the wave of computerisation, global connectivity and automation across our workforce, it is estimated 40% of our jobs will be threatened by computerisation in the next 10-15 years. The jobs which are more likely to be safe are those that require high levels of creativity and problem solving, high levels of social interaction and EQ, and high levels of dexterity. Workers of the future will need to be lifelong learners, be agile and adaptive to changing

job roles and tasks with increased automation, and be responsive to new markets. Gen Z will not be thinking 'job for life' - they will be thinking about job mobility rather than job security as they will need to continue to adapt to the changing external environment. They will be looking to gain transferable skills that they can continue to build on as their career develops.



Next Gen Leadership

Collaborative and transformational leadership to engage Gen Z

In a little over a generation, organisations have been transformed from hierarchical structures to collaborative environments. Staff and volunteers have moved from long term commitment to valuing variety and frequent change. It is imperative that leaders are equipped with strategies to build a culture which attracts and inspires, implement

leadership which supports and empowers and shapes an organisational climate which produces both productivity and engagement. In this session, Claire will unpack 7 leadership qualities that emerging generations resonate with, and equip leaders, managers and teams to attract, engage and retain talent across a multi-generational workforce.



*Professional, engaging, fun and very interesting.
Very well received by faculty and students.*

UNIVERSITY OF TECHNOLOGY SYDNEY

She was really a stand out speaker.

LOCAL GOVERNMENT PROFESSIONALS WA

KEYNOTE & WORKSHOP TOPICS



Educating Screenagers

Pedagogical implications for today's learners

The rapid acceleration of technological advancements and the increased integration of digital devices into our lives has demanded that pedagogical approaches adapt and change to facilitate most effective learning for Gen Z, the Screenagers. Educators are at the forefront of needing to respond to the changes as the emerging generations

redefine working, learning and community. From sensory engagers to digital linguists and social networkers, this session will deliver insights from the latest research on characteristics defining Gen Z. Claire's session will also unpack implications for the education sector, from flipped learning to virtual libraries and connected classrooms.



Creating an Engaging Culture

Inspiring the next generation of staff and teams

In a world of online networks and communities, increased mobility and constant transitions, creating a vibrant, dynamic and engaging workplace culture is key in attracting and retaining top talent. Culture effectively fills the gap between what is announced and what is actually

experienced in reality. From creating ownership around a shared purpose and vision, to fostering a culture of collaboration and innovation, in this session, Claire will outline 5 keys to facilitating greater engagement across multigenerational teams.



A Demographic Snapshot

Realities transforming the business landscape

Demographic realities, including a growing and ageing population, changing household types and cultural and generational diversity impact our society, economy and workforce in multiple ways. Along with the impact of technological change, demographics drive the growth opportunities for employment sectors, impacting where the jobs of the future will emerge from. With

the increased densification of our cities, not only are household structures changing, but lifestyle patterns and the building of communities is being redefined. In this session, Claire will provide a demographic overview of the key mega trends which are shaping our society, and highlight the impact on your sector and workforce.



Claire presented as highly knowledgeable, confident and articulate. All of the participants have provided feedback saying her presentation was outstanding, she was thorough with her knowledge and her delivery was fun and engaging.

SCHOOL SOCIAL WORK CONFERENCE, HOBART, TASMANIA

CLIENTS



We have been overwhelmed with positive feedback... your presentations were a big hit. Congratulations!

PDN SCHOOL LEADERS CONFERENCE

IN THE MEDIA



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Fantastic, engaging, very interesting and wonderfully presented.

ST PATRICK'S COLLEGE, CAMPBELLTOWN

We have had nothing but great feedback.

RSL CLUB MANAGERS

Engaging, inspiring and informative.

SELLEYS

GENERATION **Z**

ONLINE MASTERCLASS

A comprehensive, 10 module overview of Generation Z

Designed for educators, parents, leaders, managers, and their teams to better understand and engage with Gen Z as students, employees, and customers.

**FOR BULK ORDERS OR QUESTIONS
PLEASE GET IN TOUCH.**



ENROL YOUR TEAMS TODAY
WWW.GENZMASTERCLASS.COM



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clairemadden.com

clairemadden



We loved having you here and have received great feedback about your presentation.

COMPASSION AUSTRALIA

Fantastic!

AUSTRALIAN VETERINARIAN ASSOCIATION

Thought provoking and relevant.

UNIVERSITY OF ADELAIDE

Impressed... very focused and to the point.

TELEKOM, EUROPE



INVITE CLAIRE TO SPEAK AT YOUR NEXT EVENT

GET IN TOUCH

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