



clairemadden

THE VOICE ON SOCIAL CHANGE | EMPLOYEE ENGAGEMENT | GENERATION Z

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MEET CLAIRE MADDEN

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

Claire Madden (www.clairemadden.com) is a leading voice internationally on Generation Z. As an author, social researcher, keynote speaker and media commentator, Claire is in high demand as an expert in interpreting social trends, demographics and implications of generational change. Claire is the author of *Hello Gen Z: Engaging the Generation of Post-Millennials*.

Claire is highly regarded for her dynamic and engaging presentations where she translates robust, research-based content into strategic applications for educators, managers and business leaders. Claire is commissioned by some of the nation's largest companies and leading brands to interpret the changing landscape and communicate the implications for business and society.

As a media commentator, Claire is regularly interviewed on prominent television programs including The Drum, The Project, The Today Show, SkyNews, Sunrise and The Morning Show, as well as on the radio and in print media. Claire is on the board of a financial services company and is also a PhD candidate, studying Gen Zs' approach to work.

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Claire was a thought provoking and enthralling presenter... she was awesome and the feedback was tremendous!

KONEKT



GENERATIONAL EXPERT



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



MOST REQUESTED KEYNOTE TOPICS

- Engaging Generation Z
- Hello Gen Z // LIVE
- Lead, Manage & Engage Generations
- Educating Screenagers
- The Future of Work
- Unlocking your Why
- A Demographic Snapshot

SAY HELLO TO GEN Z

I asked members of Generation Z (born 1995-2009) to articulate what has defined and shaped their generation. The overwhelming response was “technology”. It is not only the number of devices and how frequently they interact with digital technologies, but how technology has shaped their thinking, facilitated communication, redefined community, become core to their learning and become almost like a companion to them, which is extraordinary.

Research from the Australian Bureau of Statistics shows that 9 in 10 children (aged 5-14 years) participate in screen based activities outside school, with more than half of these children spending 10 or more hours per week doing so.

All the generations use digital technologies as part of their everyday life, however the age at which you are exposed to technology is likely to influence how you use it and how integrated it becomes into your life. For Gen Z we see a deep technological immersion that seems to have almost reached saturation point.

Gen Z seem to effortlessly migrate from one social media platform to another, and somehow as a

cohort they all get the message that it is time to be hanging out together in a new online space. They have grown up expecting that every two years they will have a faster phone with more memory, improved camera pixilation, and apps which continue to make life more convenient and fun.

Gen Z will move houses more frequently and they will transition between jobs and careers more than any previous generation. It is estimated that they will have 17 jobs across five careers in their lifetime, working in many jobs that don't even exist yet.

Educators, business leaders and managers need to grapple with these factors shaping the emerging generations if they are to effectively engage them in learning, as consumers, and in the workplace.

KEYNOTE & WORKSHOP TOPICS

Engaging Generation Z

Behind the screens of the emerging cohort of students, customers and employees

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 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 globally networked generation in history.

Hello Gen Z // LIVE

A collaborative + dynamic presentation into the world of Gen Z presented by Claire and a Gen Z on stage!

We can talk *about* the cohort of Gen Z emerging into our education institutions, workplaces and as our growing customer base – but in this session you get to hear live from a Gen Z, alongside Claire Madden who has spent many hours research this generation and is skilled at interpreting the perspectives of this generation and the implications of their new approaches for educators, managers and leaders. *This presentation is subject to availability of Claire and one of her Gen Z team.*

Lead, Manage & Engage Generations

Creating an engaging culture, building multigenerational 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, engaging and retaining top talent. Culture effectively fills the gap between what is officially announced and what actually experienced. From embracing a culture of collaborative innovation through to creating ownership around a shared purpose and vision, in this session Claire will provide keys to facilitating greater engagement across multigenerational teams.

Educating Screenagers

Gen Z as learners + pedagogical implications for educational sector

The rapid acceleration of advances in technology 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. For a generation who ‘just Google it’ and have Siri as their homework companion, educators are at the forefront of needing to respond to the changes as the emerging generations redefine working, learning and community. This session will deliver insights from the latest research on Gen Z. Claire’s session will also unpack implications for the education sector, from flipped learning to virtual libraries and connected classrooms.



*Very well presented, and excellently received by guests.
Very informative, engaging and entertaining.*

WORKCOVER WA

KEYNOTE & WORKSHOP TOPICS

The Future of Work

Leveraging opportunity and innovation amidst disruption, preparing teams for 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. Emerging generations 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. Claire will unpack how you can position your organisation and teams for the future of work.

A Demographic Snapshot

Demographic, social and generational 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. With six generations in our communities, business leaders need to engage the Builders through to the Baby Boomers, Gen X, Gen Y, Gen Z and Gen Alpha. In this session, Claire will provide an overview of the key mega trends which are shaping our society, and highlight the impact on your sector and workforce.

Unlocking Your Why

Keys to motivating and inspiring your workforce to attract, engage & retain top talent

Leaders and managers of organisations often feel the pressure of keeping up with the latest technologies, office design, and flexi-working strategies to attract and engage the current and emerging cohort of workers. While attending to these areas can facilitate improved work options and productivity, there is a deeper level of engagement of teams which can be unlocked when people are intrinsically motivated (not just externally rewarded). Helping people connect with your organisations 'why' resonates on a deeper level than simply 'getting the tasks done'. It has the power to connect the values and mission of the organisation with the internal motivations of employees – engaging head, heart and hands in their work. In this session Claire will help you get clarity on your 'why' and understand how to communicate this with your teams.

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The audience had very positive feedback and were very engaged with Claire's presentation.

GATORADE

CLIENTS

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*Highlight was Claire Madden...
a skilled presenter.*

CITY OF BUSSELTON



IN THE MEDIA

As a social researcher and media commentator, Claire is widely regarded as a leading voice on multi-generational engagement and emerging social trends by corporations, the media and the wider community.



GAIN FURTHER INSIGHTS

Hello Gen Z

Your compelling and intriguing guide to the minds and motivations of Gen Z

from Australia's foremost social researcher in generational engagement, Claire Madden.

REVISED EDITION NOW AVAILABLE



***Hello Gen Z* is required reading for any organisation wanting to future proof and unlock the potential of the Post-Millennials.**

"This book has just given Gen Z a voice that carries across the generations."
- Bernard Salt

www.clairemadden.com

Generation Z Online Masterclass

A comprehensive, 10 module video based online course on Generation Z.

After many of Claire's presentations, clients have requested a way to find out more about Gen Z in a format that is accessible for professional development of their staff around the world.

Generation Z Online Masterclass is designed for leaders, educators, parents, managers and their teams to better understand and engage with Gen Z as students, employees and customers.



WHAT YOUR TEAM WILL LEARN

- The Generations Defined
- Social Media
- Educating Screenagers
- Leading Gen Z
- Attract, Engage, Retain Gen Z

www.genzmasterclass.com

FOR YOUR FREE TRIAL



clairemadden

**INVITE CLAIRE TO
SPEAK AT YOUR
NEXT EVENT**

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Vibrant, exciting, relevant, informative, energetic, personable and from the feedback we have received, one of the best presenters our attendees have ever seen.

AWARDS VICTORIA



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