

The voice on social change - employee engagement - Generation Z

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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 the impact of Gen Z and work.



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

KONEKT



GENERATIONAL EXPERT

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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

Say Hello to Gen Z

Today's emerging generation of students, consumers and employees are Generation Z. Born 1995-2009, the first language Gen Z learnt to be fluent in was that of technology. The use of smart devices and the internet is ubiquitous for Gen Zs today, and 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.

As a generation raised in an instant society, they are conditioned to providing and receiving immediate updates on the lives of people in their network, even if the news or update seems somewhat inconsequential. For Gen Zs it seems social media use is driven more by the desire to stay constantly in touch than it is about the announcement of a significant life event.

The prolific use of these technology platforms has shaped Gen Z's expectations and approaches to communication, leadership, learning and work. Bridging the generation gaps accentuated by fast changing technologies is a complex and confronting reality facing many managers and leaders as they shape organisations and teams that comprise Baby Boomers through to Gen X, Gen Y and increasingly Gen Z. Our workplaces are on the brink of significant intergenerational change. Gen Z currently make up approximately 1 in 10 workers, however this will increase to 3 in 10 workers by 2025. Gen Z will not only be aware of the increased expectation for formal qualifications to give them an open door to career opportunities, but also the need to gain ongoing transferable skills so that they

can adapt to new roles and jobs as they emerge. Just as they have adapted to rapidly changing technologies and platforms throughout their formative years, many expect that they will be working in jobs that are yet to be created. Gen Z are expected to transition between jobs and careers more than any previous generation, holding an estimated 17 jobs over five careers in their lifetime. Educators, business leaders and managers need to grapple with these changes affecting the new generations if they are to effectively engage them in learning, as consumers and in work.

Most Requested Keynote Topics

- **Engaging Generation Z**
Behind the screens of the emerging cohort of students, customers and employees generation
- **Hello Gen Z // LIVE**
A collaborative and dynamic presentation into the world of Gen Z presented by Claire and a Gen Z on stage!
- **Lead, Manage & Engage Generations**
Creating an engaging culture, building multigenerational teams
- **Educating Screenagers**
Gen Z as learners + pedagogical implications for educational sector
- **The Future of Work**
Leveraging opportunity and innovation amidst disruption, preparing teams for the future of work
- **Unlocking Your Why**
Keys to motivating and inspiring your workforce to attract, engage and retain top talent
- **A Demographic Snapshot**
Demographic, social and generational realities transforming the business landscape.

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 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. 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. 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.



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 a 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 and 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 her presentation.

GATORADE

CLIENTS



THE PROJECT

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Highlight was Claire Madden...

a skilled presenter.

CITY OF BUSSELTON



IN THE MEDIA



Extremely informative, sophisticated and engaging. It was received extremely well and I've had plenty of feedback on Claire's energy and fun use of infographics.

TEDx QUT

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

IGA

What a fantastic and engaging session! Our people ate it up.

NETBALL AUSTRALIA





NEW BOOK

Hello Gen Z

BY CLAIRE MADDEN
DIRECTOR OF HELLO CLARITY

Australia's foremost social researcher in generational engagement, Claire Madden, has masterfully synthesised a comprehensive and intriguing guide to the minds and motivations of Generation Z. Its pages reveal the critical importance of knowing how to engage this generation of hyper connected, agile and adaptive digital savants as employees, consumers and emerging leaders.

Buy now at clairemadden.com

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



GENERATION Z

ONLINE MASTERCLASS

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



After many of the presentations Claire has delivered, clients have been requesting a way to find out more about Gen Z and also in a format that is accessible for professional development of their staff around the world.

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

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

Free trial. Buy now www.genzmasterclass.com

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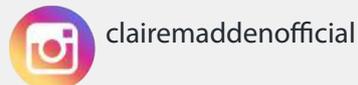
INVITE CLAIRE TO
SPEAK AT YOUR
NEXT EVENT

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Very engaging and very well received.

FULTON HOGAN



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