

Leading & Influencing Generation Z

Communicating with the 21st Century Generation



The population of our nation has doubled since 1960. Since then the demographics of Australia have radically changed. The Baby Boomers, Generation X and Generation Y have moved through their childhood years and now Generation Z are today's young people. Therefore not only are they at a different lifestage to the preceding generations but they are growing up in a very different era, and so manifest different characteristics, attitudes, values, and priorities. To educate, lead and communicate with this 21st Century cohort we must first understand them.

In this seminar the Social Researchers at McCrindle Research will outline the latest research on Generation Z and will equip participants with practical tools to help them better influence and inspire them.

You will be given insights into Generation Z, you will be equipped with the understanding, and communication skills required to effectively engage with them and you will be empowered to better communicate and motivate this new generation.

Session 1: Understanding the New Generation

Topics: Australia's demographics diversity, and the reasons for generation gaps. From Builders and Boomers to Xers, Y's & Z's: understanding Australia's disparate generations. Snapshots of the different cultures, and the new market segments. The characteristics, attitudes, and values of these emerging generations.

Session 2: Motivating and Inspiring the New Generation

Topics: Modern motivational styles, the felt, and actual needs of the new generations. Understanding their times, social markers and relational needs. New attitudes to life: aspirations and motivations. Maximising retention: what will keep them engaged. . The role of mentoring and leadership development.

Session 3: Training and Communicating with the New Generations

Topics: Understanding the new learning styles, and key influences on today's students. 21st Century presentation styles and structures that work. Getting and keeping their attention. Dealing with declining attention spans. Multi-modal communication. Creative training styles that cut through. Impacting the post-literate generation with effective visual and kinesthetic methods.

Mark McCrindle MA, BSc. (Psychology), QPMR
Social Researcher, McCrindle Research Pty Ltd.

Mark McCrindle is recognised as an international generational expert.

Mark is a Qualified Practising Market Researcher (QPMR), and so has his finger on the pulse of today's generations. Organisations commission Mark to conduct research and then speak or consult with them to help them better understand and engage with the ever-changing market segments.

Mark graduated from the University of NSW with a BSc (Psychology), and he has completed a Masters degree majoring in Social Trends. He is the Director of the social research agency McCrindle Research Pty Ltd, which specialises in generational studies across the Asia Pacific.