

EFFECTIVE ENGAGEMENT

X	Verbal Sit & listen Teacher Job security Authoritarian Curriculum centred Closed book exams Books & paper Doer	Z	Visual Try & see Facilitator Flexibility Participative Learner centric Open book world Glass & devices Co-creator
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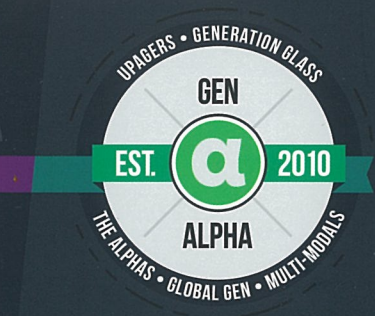
UNI DEGREES



SLANGUAGE



CHANGING GENERATIONS



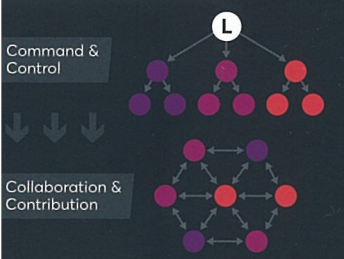
CHARACTERISTICS

- Global
- Digital
- Social
- Mobile
- Visual

TOP BABY NAMES

Oliver	1	Charlotte
William	2	Olivia
Jack	3	Ava
Noah	4	Amelia
Thomas	5	Mia

LEADERSHIP CHANGE



MOBILITY



2,500,000 Gen Alphas born globally each week
Kids In Parents Pockets Eroding Retirement Savings

REDEFINED LIFESTAGES

20th CENTURY TODAY	CHILDHOOD	TEENAGER	ADULTHOOD
	CHILDHOOD	TWEEN	TEENAGER
		YOUNG ADULT	KIPPERS
			ADULTHOOD
			CAREER-CHANGER
			DOWNAGER



WORKFORCE OF 2028

BB 5%	X 28%	Y 35%	Z 32%
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MEME OF THE YEAR	Photo-bombing	Planking	Gangnam Style	The Fox	Icebucket Challenge	Blue & Black/ White & Gold	Bottle flip	The dab	Floss dance
WORD OF THE YEAR	App	Cloud	Hashtag	Selkie	YOLO	👉	Post-truth	Fake news	

NEW JOBS

- Content-based marketer
- Sustainability officers
- Data visualisation designer
- App developer
- Autonomous vehicle technician
- Cyber security professional
- Blockchain developer
- UAV operator
- Solar technicians
- Test & tag technician
- Digital records manager
- Blogger
- Big data analyst
- Social media marketer
- Medical nanotechnologist
- UX manager
- Robotics technician
- Virtual reality engineer

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CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
Personality	We prefer proper English if you please	Be cool Peace Groovy Way out	Dude Ace Rad As if Wicked	Bling Funky Doh Foshizz Whassup?	idk Legit Squad Totes Whatever	Lit Fam Hundo Yas RN Lel
Birth	Born: < 1946 Age: 73+	Born: 1946-1964 Age: 54-72	Born: 1965-1979 Age: 39-53	Born: 1980-1994 Age: 24-38	Born: 1995-2009 Age: 9-23	Born: from 2010 Age: under 9
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	Trump / Brexit 2016
Iconic cars	Model T Ford Final, 1927	Ford Mustang 1964	Holden Commodore 1978	Toyota Prius 1997	Tesla Model S 2012	Autonomous cars 2020s
Iconic toys	Roller skates	Frisbee	Rubix cube	BMX bike	Folding scooter	Fidget spinner
Music devices	Record player LP, 1948	Audio cassette 1962	Walkman 1979	iPod 2001	Spotify 2008	Smart speakers Now
Leadership style	Controlling	Directing	Coordinating	Guiding	Empowering	Inspiring
Deal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence/advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)