

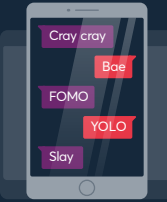
EFFECTIVE ENGAGEMENT

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	

UNI DEGREES

1 in 4 **X** 1 in 3 **Y** 1 in 2' **Z**

SLANGUAGE



MOBILITY

17 jobs 5 careers 15 homes

*IN A LIFE-TIME**

CHANGING GENERATIONS



2,500,000 Gen Alphas born globally each week

Kids In Parents Pockets Eroding Retirement Savings

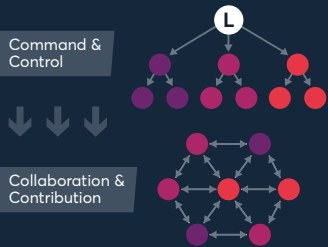
CHARACTERISTICS

- 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



REDEFINED LIFESTAGES

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

1997: Google.com domain registered

1998: Portable MP3 players

1999: USB flash drives

2000: Nokia 3310

2001: Wikipedia

2002: Myspace

2003: Skype

2004: YouTube

2005: Facebook opens to the public

2006: Twitter

2007: Dropbox

2008: Apple TV

2009: iPhone

2010: Whatsapp

2011: 1,000,000,000 1 billion active Facebook users

2012: Instagram

2013: GoPro HERO3

2014: 3D printers

2015: Google glass

2016: Apple watch

2017: Tesla Powerwall

2018: Fidget spinner

2018: Smart speakers

WORKFORCE OF 2028

BB 5% X 28% Y 35% Z 32%

MEME OF THE YEAR

WORD OF THE YEAR

Photo-bombing Planking Gangnam Style The Fox Icebucket Challenge Blue & Black/ White & Gold Bottle flip The dab Floss dance

App Cloud Hashtag Selfie 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

Category	Builders	Baby Boomers	Generation X	Generation Y	Generation Z	Gen Alpha
	 <p><i>We prefer proper English if you please</i></p> <p>Born: < 1946 Age: 73+</p>	 <p><i>Be cool Peace Groovy Way out</i></p> <p>Born: 1946-1964 Age: 54-72</p>	 <p><i>Dude Ace Rad As if Wicked</i></p> <p>Born: 1965-1979 Age: 39-53</p>	 <p><i>Bling Funky Doh Foshizz Whassup?</i></p> <p>Born: 1980-1994 Age: 24-38</p>	 <p><i>idk Legit Squad Totes Whatevs</i></p> <p>Born: 1995-2009 Age: 9-23</p>	 <p><i>Lit Fam Hundo Yas RN Lel</i></p> <p>Born: from 2010 Age: under 9</p>
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
Ideal 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)