

Changing Generations, Changing Trends

The future of business is shaped not just by the economic and technological changes but also by the demographic and generational changes. Indeed an understanding of the characteristics, attitudes, and expectations of the 21st Century workforce and the emerging cohort of customers is critical to future success.

Today's emerging managers and staff- Generations Y & Z are not only growing up in very different times, but they have different characteristics, values, and priorities. Based on the latest research, this session will provide insights for leaders and managers into these new employees and give a snapshot of their future. This session will outline the demographic shifts and social trends redefining Australia, and the workplace and consumer expectations redefining their lives.

Key issues:

- From **Boomers & Builders, to Generations X, Y & Z**: understanding the generational changes.
- **Generation Y & Z issues internationally**: bridging cultural & generational gaps.
- **The ageing population**: the changes and the challenges.
- **The 4 biggest social trends** redefining the business landscape.
- **Australia in 2020**: the new workplace demographics.
- **Career branding and EVP's that work** for the multi-career generation
- **The top 5 attraction and retention factors** for the Under 30's.
- **Engaging with the Under 30's**: motivating and recognising staff.
- **The ideal 21st Century workplace**: how does it look and feel?
- **Training & communicating** with the digital generation.
- **Gen Y and Z friendly managers** - what they're doing right.
- **21st Century management and leadership**: what works best today.