



Mark McCrindle is a social researcher with an international reputation for tracking the emerging trends and analysing the diverse generations. He is the Director of McCrindle Research, whose clients include over 100 multinational organisations. His highly valued research and reports have developed his renown as a futurist, demographer and social commentator.

Mark is highly regarded for his engaging presentations whether they be keynote addresses at conferences, boardroom briefings or facilitated workshops.

Some of his recent clients include: Apple, PepsiCo, Oracle, Merrill Lynch, McDonalds, Wyeth, LG, Aviva, Toshiba, Cadbury Schweppes, Daimler Chrysler, Exxon Mobil, Time Warner, American Express, AXA, Unilever, Marriott, Disney, Shell, Toyota, State Street, PwC, Autoliv and News Corp.

## What clients have said about Mark:

*"Mark was excellent and very conscientious about getting the facts right."*



*"Your delivery was relevant and focussed, and provided us with an opportunity to hear first hand from young consumers you have researched"*



*Absolutely topical, really strong insights. Excellent presenter, most enjoyable.*



*"Thought he was spot on! Great speaker: entertaining and to the point. The best speaker on the day"*



*The presentation was full of amazing practical tips, advice and information with wonderful stories built in. You absolutely have an amazing voice and hold people's attention with your vibrant and energetic facilitation.*



## Mark's most requested topics include:

- **Changing Times, Changing Trends:**  
A snapshot of modern consumers, and an analysis of our fast moving times: from the demographics and household trends to an analysis of the social trends redefining our times.
- **The Future Forum:**  
A strategic analysis of the emerging issues that shape the future. It is a turbo-charged workshop which presents research-based future scenarios and equips teams to thrive amidst the shifts.
- **From Boomers & Xers to Generation Y & Z:**  
A snapshot of the seismic demographic and generational shifts and their business impacts. An analysis of today's generations and a guide to effectively bridge the gaps.
- **The Boomer Boom:**  
Provides an analysis of the world's wealthiest generation, the ageing population and how to better market, manage, and engage with the over 50's.
- **Engaging with Today's Students:**  
A session which will equip teachers and trainers with the knowledge and skills to engage this post-literate, multi-modal, tech-savvy generation.
- **Marketing and Selling to the New Generation:**  
Based on the latest research, this session will provide insights into the influences, attitudes and aspirations of the ever-changing customer.
- **Recruiting, Retaining & Training Diverse Generations:**  
An overview of the best HR and management practices that connect with an intergenerational workforce. From attraction and engagement strategies that work to motivating and managing today's staff.
- **Leadership & Communication Skills for the 21st Century:**  
In a world of flat structures and consultative practices, coaching and mentoring has replaced commanding and controlling. This session unpacks the latest research on how to best communicate, engage and lead teams in these 21st Century times.

McCrindle Research

P: (+61 2) 8824 3422

F: (+61 2) 8824 3566

E: [info@mccrindle.com.au](mailto:info@mccrindle.com.au)

W: [www.mccrindle.com.au](http://www.mccrindle.com.au)

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