

# Katie Iles

## ***Communications Specialist, Speaker & Leadership Coach***

Katie Iles is a communications strategist, writer and keynote speaker traversing the cross-section between leadership, generational change, business growth and healthy workplace culture. With a passion for leading change and building great teams, Katie is adept at engaging across demographics, generations and industry sectors with warmth and humour.

With qualifications in journalism and international studies, and over 15 years' experience as a corporate communications consultant across diverse industries, Katie brings a wealth of insight for organisations seeking to remain relevant, engage generations and communicate effectively in today's changing landscape. Katie is a sought after speaker on Claire Madden's team at Hello Clarity.



### ***Katie Iles speaks about:***

#### **GEN Z DEFINED: 5 KEY CHARACTERISTICS OF THIS GLOBAL GENERATION**

For Generation Z (born 1995-2009), a world of Wi-Fi is the only one they have ever known. Digital is their default, Siri is their personal assistant and with billions of Google searches every day, access to any piece of information is only ever seconds away. They are digital linguists, social networkers, global collaborators and sensory engagers. In this session, Katie will unpack 5 key characteristics of this emerging generation, and equip you with keys to better understand, engage and work with the generation who are the most formally educated, technologically literate and materially endowed generation in history.

#### **NEXT GEN LEADERSHIP: CREATING AN ENGAGING CULTURE, BUILDING MULTIGENERATIONAL TEAMS**

In a little over a generation, organisations have been transformed from hierarchical structures to collaborative environments. Staff and volunteers have moved from long term commitment to valuing variety and frequent change. It is imperative that leaders are equipped with strategies to build a culture which attracts and inspires, implement leadership which supports and empowers and shapes an organisational climate which produces both productivity and engagement. In this

session, Katie will unpack key leadership qualities that emerging generations resonate with, and equip leaders, managers and teams to attract, engage and retain talent across a multi-generational workforce.

## **EDUCATING SCREENAGERS: PEDAGOGICAL IMPLICATIONS FOR TODAY'S LEARNERS**

The rapid acceleration of technological advancements and the increased integration of digital devices into our lives has demanded that pedagogical approaches adapt and change to facilitate most effective learning for Gen Z, the Screenagers. For a generation who 'just Google it' and have Siri as their homework companion, educators are at the forefront of needing to respond to the changes as the emerging generations redefine working, learning and community. From sensory engagers to digital linguists and social networkers, this session will deliver insights from the latest research on characteristics defining Gen Z. Katie's session will also unpack implications for the education sector, from flipped learning to virtual libraries and connected classrooms.

### **Client testimonials**

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“ Katie did an amazing job and was really lovely and easy to work with. Katie was a great surprise to many, her presentation was so insightful and enjoyable, she was a delight on stage. So many attendees genuinely connected with her explanation of Post-Millennials and how to work with them as colleagues and clients. Personally, Katie's presentation was my highlight of the day.

*- Tourism Tropical North Queensland Conference*

“ The keynote address by Katie was so informative; I gained significant insight into the experiences of my students.

*- Languages Roadshow*

“ Katie Iles is a consummate professional. She is well informed, articulate and deeply empathetic, making her presentations accessible, enjoyable and impactful. You will love Katie's manner and the delightful way with which she will interact with your clients, employees or colleagues. I wholeheartedly recommend her to you.

*- Headmaster - Scotch College, Adelaide*

“ It is extremely rare to listen to someone of the quality of Katie Iles. Gifted with a profound knowledge of her subject, she is able to present in an informed and engaging style that captivates her audiences. Katie packages wisdom and insight with practical suggestion and humour.

**- Retired Headmaster of The King's School, Parramatta.**

“ I knew as soon as I heard Katie that I would book her for our upcoming conference. She was energetic, engaging and everyone loved her!

**- 2019 Educate Plus SA/NT Chapter Conference Chair**

“ Many light bulb moments were had in both sessions and great conversations and workshopping followed. Katie was fantastic and the content was excellent. I look forward to working with her again in the future.

**- Director of Operations - Campus Living Villages, New Zealand**

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