

# Mark McCrindle

## *Social Researcher, Demographer and Futurist*

The times are changing faster than ever – technologically, demographically, socially, and economically. In the ongoing quest for relevance, it is imperative that organisations and leaders observe the changes, understand the shifts and respond to the trends. Mark McCrindle is an award-winning social researcher with an international renown for tracking emerging issues, researching social trends and analysing customer segments.

Mark’s understanding of the key social trends as well as his engaging communication style places him in high demand in the press, on radio and on television shows, such as *Sunrise*, *Today*, *ABC News 24*, *A Current Affair* and *Today Tonight*.

He is also a best-selling author, influential thought leader and TEDx speaker and is regularly commissioned to deliver strategy and advice to the boards and executive committees of some of Australia’s leading organisations.

His advisory, communications and research company, McCrindle, counts among its clients more than 100 of Australia’s largest companies and leading international brands. They include Asteron, ING Direct, Nestle, Alliance, Wilson Parking, AMP, English Australia, DLA Piper

Mark’s highly valued research and reports, presented through infographics, data visualisations, videos, media input, resources, and blogs, have developed his regard as an expert demographer, futurist and social commentator.

Apart from speaking across most industries, Mark McCrindle specialises in the education sector, providing strategic advice to boards and executives of schools and universities, the not-for-profit arena equipping organisations to better connect with their communities, and the aged care sector facilitating strategy and advice at retirement and aged care sessions and conferences.

Mark brings a fresh approach to his research based boardroom briefings, executive workshops, strategy sessions and keynotes. Armed with the latest findings and presented in a customised and innovative way, Mark is an in-demand communicator.

Mark McCrindle is the author of three new books on emerging trends and social change: *The ABC*



of XYZ: Understanding the Global Generations, Word Up: A Lexicon and Guide to Communication in the 21st Century and The Power of Good.

### **Mark McCrindle talks about:**

**Understanding and engaging with the ever changing customer:** With more choice and change, customers are more diverse and empowered than ever before. In a world of global brands and empowered customers, Mark outlines the key influences and decision drivers for today's consumers.

**Changing times, emerging trends:** This session gives an analysis of our fast-moving times and a snapshot of the key trends redefining our society. It will deliver an overview of the changes and insights to help organisations not just respond to the trends but shape them.

**A demographic snapshot of Australia: now and towards 2020:** To engage with people and connect with communities, we need to understand the data and the demographics. Mark uses the latest demographic data to give a snapshot of the changes, the trends, the challenges and the opportunities for your brand, organisation and sector.

**The Future Forum:** A strategic analysis of the emerging issues that shape the future. A turbo-charged workshop which presents research-based future scenarios and equips teams to thrive amidst the shifts.

**Understanding and engaging with Generation Z:** Today's generation of teenagers and children are our first truly digitally integrated, wirelessly connected, global generation. This session will equip teachers, trainers and employers with the knowledge and skills to engage this post-literate, multimodal and tech-savvy generation.

**Leading times in changing times:** recruiting, retaining and motivating diverse generations: In a world of flat structures and consultative practices, coaching and mentoring has replaced commanding and controlling. This session delivers the latest findings on how to effectively motivate and lead teams in these 21st Century times.

**Communication Skills for the 21st Century:** In our message-saturated society, getting effective cut through, engagement and response is a critical challenge. This session will teach and model effective communication based on an understanding of the influence patterns of today's audiences and strategies to best connect.

### **Client testimonials**

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“ Mark was very well received. His message was engaging and the Q&A was lively. Mark appealed to not only the business interests of the audience but also their interest/concern for what life will look like for their children. We received great feedback from our guests and we were really pleased with Mark as a speaker. KordaMentha

**- KordaMentha**

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

**- Toyota Australia**

“ 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.

**- Pitcher Partners**

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

**- PriceWaterhouseCoopers**

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

**- Accor**

“ Mark was absolutely wonderful – his topic was spot on ... good, meaty, relevant content, engaging, direct and funny – everything you want in a speaker!

**- Real Estate Leadership Forum**

“ Mark’s presentation was enjoyed by all. In fact, it has been said that Mark has set the benchmark for all future speakers!

**- IRT (Illawarra Retirement Trust)**

“ Mark was fantastic - feedback from his session has been excellent and he kept the group engaged for the entire 2-hour period. He did a lot of pre-work for us and really tailored the program to meet our conference objectives. All his efforts were much appreciated.

**- Macquarie Bank**

“ Outstand presentation ... fresh & engaging, & our delegates commented on its high standard ... overwhelmingly positive.

**- Retirement Villages Association - NZ**

“ Concise and well delivered. The detail in the statistics were excellent and Mark had obviously taken the time to tailor the presentations to understand our industry.

*- Golf Management Australia*

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[VIDEO OF SPEAKER](#) 