

Ashley Fell

Social Researcher, Trends Analyst & Keynote Speaker

Ashley Fell is a social researcher, TEDx speaker and the Director of Advisory at McCrindle. She is the author of two books on leadership and generational insights, titled *Work Wellbeing* and *Generation Alpha*. She is also the host of McCrindle's podcast, *The Future Report*.



From topics including future trends, business insights, leadership and communication skills, Ashley is passionate about delivering visually engaging, tailored, and research-based presentations for corporate, government and not-for-profit clients.

Her expertise is in training and equipping leaders and teams on how to lead across generational divides; particularly Gen Y (popularly known as millennials), Gen Z and now the newest generation, Generation Alpha.

From Ashley's experience in creating engaging research-based content, strategising public relations, managing social media platforms and coordinating industry events, she is well positioned to advise on how to achieve cut through in these message-saturated times.

In addition to delivering informative keynote presentations with splashes of humour at conferences, boardroom briefings, and PD Days; and MCing special events; Ashley is regularly interviewed for print media, TV programs, radio and podcast

Ashley Fell speaks about:

- Future Trends
- Generational Change
- Leadership
- Demographic Insights
- Communication Skills

Client testimonials

“ Ashley Fell has an expert understanding of generational trends. Drawing on evidence based research, she helps organisations to connect and communicate with millennials in the workplace and in the market.

- Leading Aged Services Australia

“ Ashley was informative, entertaining, and perfectly on topic.

- Country Fire Authority

“ Outstanding, engaging and perfect for what we needed.

- Netball NSW

“ Topic was engaging. Presentation was well received. Ashley was also engaging and really connected with the group.

- Lion

“ Ashley was polished, succinct, poised and in every way, a truly professional speaker that engaged at a deep and personal level with my clients. The content matched the brief perfectly, and of the 20 speakers I engaged this year, Ashley ranks among the best, if not the best.

- Investors Edge Finance

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