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# Mark McCrindle

## Future Trends expert

Mark McCrindle MA BSc (Psychology) QPMR is variously described as a futurist, demographer and a social commentator. He is regarded as one of Australia's foremost social researchers. He extensively researches the new generations and accurately tracks emerging trends. By taking the social pulse of the nation, he is able to analyse the constant changes and communicate the implications these will have on our lives. His research into the emerging trends and generational segments is recognised internationally.

In a fast moving corporate culture, every organisation, brand, and idea is just one generation away from extinction. Companies must do more than just observe the times - they must also understand them. Mark McCrindle focuses his qualitative research to help leaders in sales, marketing, HR, and management do just this.

With his interactive style, and a background in communicating with the tough youth market, Mark is experienced in engaging and motivating an audience. His skill is in equipping people with the latest research while empowering them with strategies to deal with the changes.

He is frequently called on to give keynote speeches, workshops, and even whole day training seminars. As a qualified social researcher he is also commissioned by organisations to conduct research projects and then present the findings.

Mark is the Director of the social research company McCrindle Research Pty Ltd. He has a degree in Psychology and is currently completing his masters majoring in Social trends. He has worked in most industry sectors (including Financial, Telecommunications, FMCG, Technology and IT, Retail, Hospitality, Education, Government, and the Non-profit sector).

Mark is an acknowledged expert in:

- ◆ Social Change: The emerging household and community trends
- ◆ Demographic Shifts: Australia's ageing and geographically changing population.
- ◆ Employment issues: From the older worker to managing and retaining Gen X & Y.
- ◆ Customer trends – marketing and selling to the ever-changing consumer.
- ◆ 21<sup>st</sup> Century training and education: communicating with today's learners.
- ◆ Management shifts: leading teams in changing times and bridging the generation gap.

### MARK'S MOST REQUESTED PRESENTATIONS

#### **A Snapshot of 21<sup>st</sup> Century Australia**

Understanding the 4 big shifts redefining Australia from the ageing population and the changing demographics to the emerging values and the future issues.

#### **Bridging the Gap: From the Baby Boomers and Xers to Generations Y & Z**

The seismic generational changes and the resulting business impact. Insights into the ever-young Baby Boomers to the new Gen X leaders and today's emerging Generations Y & Z.

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### **Engaging with an Aging Population**

A demographic look at our changing world and our ageing society and what it means for our future. The Baby Boomers and older are the largest and wealthiest cohorts in Australia – and these powerful consumers have reinvented themselves: so here's a look at the gold in the grey.

### **Attracting & Retaining the Emerging Employees**

This in-depth analysis of today's ageing workforce and the emerging Gen Y employees is based on the latest research. An overview of the best HR & management styles to deal with an intergenerational workforce.

### **Marketing and Selling to Generation Y&Z**

Insights into the influences, attitudes and aspirations of the ever-changing customer and the customer segments. Strategies on how to best brand & market to this fast moving and fickle cohort.

### **Understanding and engaging with Today's Students**

Research findings on their learning styles, and the proven communication strategies that work today. From engaging with the post-literate generations to their preferred learning environment: see what works best today.

### **Leadership in the 21<sup>st</sup> Century**

Leaders must understand these changing times to effectively influence teams of diverse individuals. This session is based on our studies of Australia's workforce and gives insights into today's most effective leadership styles and communication strategies.

## **CLIENT FEEDBACK**

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

**ACCOR**

*"Mark McCrindle presents his knowledge in a fresh and energetic way, and he is armed with the essential strategies required to communicate with the people of his generation. His talks are rich with information, tips, and practical examples of how to maximise your impact on Generation X"*

**GEORGE PATTERSON BATES**

*"Rave reviews you movie star. What an outstanding event. Your contribution to the industry is a measure of your talent. Thank you."*

**REAL ESTATE INSTITUTE of Australia**

*"A dynamic young man who has an exceptional grasp on the thought patterns and trends of today's youth"*

**AMP**

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

**TOYOTA AUSTRALIA**

*"You came to us already high recommended as a keynote speaker, and that recommendation has been amply confirmed by our address at our event. Here are some quotes from the evaluations: "very inspiring", "riveting", "absolutely excellent", and "captured and involved us all"."*

**SCOUTS AUSTRALIA**

*"Mark's speeches, and his sessions, were very positively received by those involved. He brought a unique perspective and skill to our agenda, as well as contributing throughout the conference"*

**AIESEC**

*"Mark is the most dynamic young speaker I have ever heard about youth issues and is the only one that has been able to explain the youth mindset to me! He blitzed older, more experienced speakers off the stage and is able to capture an audience with ease"*

**AUSTRALIAN BUSINESS**

*"Marks' presentation was dynamic, professional and expertly tailored to the precise needs of our members. Mark is an impressive and knowledgeable speaker on the subject of Generation X."*

**SOCIETY OF ASSOCIATION EXECUTIVES**

*"Excellent! Wonderful! Great! Fantastic! Both the young people and the teachers/career advisers were very engaged by Mark. He is very believable. He walked the walk NOT just talked the talk. Inspiring. We have received great feedback on him."*

**ANTA**

*"As accountants, we look for research and factual information in presentations, and you certainly conveyed that during yours. I also appreciated your willingness to research our particular industry"*

**ADDED VALUE CORPORATION**

*"Mark was excellent and very conscientious and sincere about getting the facts right. It was enough to whet the audiences appetite to come back for more."*

**REDKEN**

*"Excellent presentation, brilliant speaker. Good choice and topic"*

**MLC PROFESSIONAL DEVELOPMENT DAY**

*"Mark was certainly a star. He is one of the best presenters I have seen in a long time. We have had nothing but favourable comments"*

**AUSTRALIA POST**

*"Passionate, articulate...the best speaker of the day"*

**MARKETING TO GEN X CONFERENCE**

*"The Conference evaluations returned also indicated overwhelmingly high ratings regarding your participation. You may also be interested to know that the Melbourne Age reported extensively about your comments on Generation Y"*

**TRENDS 21 CONFERENCE**

*"May I make special mention of the research and effort Mark McCrindle went to...his address was enlightening, applicable and refreshing because he called it exactly as it was, which became a real awakening for our delegates."*

**Twin Towns Services Club**

*"High Energy Speaker. Worked well with our conference theme and at the right stage of the day to energise our team. Good to hear confirmation that our ideas were on the right track."*

**TELSTRA COUNTRY WIDE**

*"His presentation was fresh, engaging, interactive and responsive. He connected with the audience well and created natural breaks for input and discussion. Mark's material was really well researched and*

*structured to enable the audience to gain real insights into how the generations sat within our organisation and their varied learning and coaching styles. The research allowed for real points to be effectively made and provided great snapshots of characteristics, appropriate training structures and motivation techniques directed at each generation.”*

**ANZ BANKING GROUP**

*Excellent. Well received by all delegates. For many it was the highlight of the conference!*

**SOUTHBANK INSTITUTE**

*“Excellent! Mark’s presentation was interactive, informative, and well illustrated with a variety of creative visual aids. He really went out of his way to tailor his presentation to the specific audience he was addressing. He had the latest figures and had really done his homework. There was a real buzz around the room after he had presented - and our delegates really got a lot out of it. Would not hesitate to recommend him.”*

**New Media & Digital Services**

*Well prepared, excellent examples and interactive. Very useful from an HR perspective as well as provided great tips on how to better manage generation Y.*

**Australian Securities and Investments Commission**

*“SPECIALIST. Excellent Great speaker, entertaining, informative, plenty of "current" facts & quotes. He kept the audience totally involved and helped them relate the facts to their business  
Plenty of positive feedback”*

**Sandvic Mining & Construction Australia**