

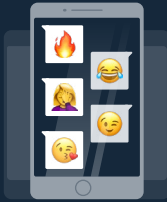
## EFFECTIVE ENGAGEMENT

<b>X</b>	Verbal Sit & listen Teacher Job security Authoritarian Curriculum centred Closed book exams Books & paper Doer	<b>Z</b>
	Visual Try & see Facilitator Flexibility Participative Learner centric Open book world Glass & devices Co-creator	

## UNI DEGREES



## TOP EMOJIS



## MOBILITY



# CHANGING GENERATIONS



**2,800,000** Gen Alphas born globally each week

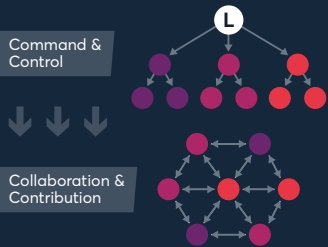
## CHARACTERISTICS

- Global
- Digital
- Social
- Mobile
- Visual

## TOP BABY NAMES

Oliver	1	Charlotte
Jack	2	Olivia
William	3	Ava
Noah	4	Amelia
Henry	5	Mia

## LEADERSHIP CHANGE



## WORKFORCE OF 2030



- 2000: USB flash drives, Nokia 3310
- 2001: Wikipedia
- 2002: Myspace
- 2003: Skype
- 2004: YouTube
- 2005: Facebook opens to the public
- 2006: Twitter
- 2007: Dropbox, Apple TV
- 2008: iPhone, Whatsapp
- 2009: iPad
- 2010: FaceTime
- 2011: Siri
- 2012: 1,000,000,000 1 billion active Facebook users, GoPro HERO3
- 2013: 3D printers
- 2014: Google glass
- 2015: Apple watch
- 2016: Tesla Powerwall
- 2017: Fidget spinner
- 2018: Smart speakers, Fortnite
- 2019: TikTok
- 2020: AirPods

## MEME OF THE YEAR

- Badger video
- Charlie the unicorn
- Chuck Norris facts
- Potter puppet pals
- Charlie bit my finger
- David after dentist
- JK wedding dance
- Photo-bombing
- Planking
- Gangnam Style
- The Fox
- Icebucket Challenge
- Blue & black/white & gold
- Bottle flip
- The dab
- Floss dance
- 10 year challenge

## WORD OF THE YEAR

- Blog
- Texting
- Emo
- Podcast
- Peeps
- Bailout
- Unfriend
- App
- Cloud
- Hashtag
- Selfie
- YOLO
- Post-truth
- Fake news
- Toxic
- Yeet

## NEW JOBS

- Sustainability officers
- Data visualisation designer
- App developer
- Autonomous vehicle technician
- UX manager
- Blockchain developer
- UAV operator
- Workplace concierge
- Wellbeing manager
- Digital records manager
- Blogger
- Big data analyst
- Social media marketer
- Medical nanotechnologist
- Cyber security professional
- Robotics technician
- Virtual reality engineer
- Professional organiser

CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
<b>Slang terms</b>	 <p><i>We prefer proper English if you please</i></p> <p>Born: &lt; 1946 Age: 74+</p>	 <p><i>Be cool</i> <i>Peace Groovy</i> <i>Way out</i></p> <p>Born: 1946-1964 Age: 55-73</p>	 <p><i>Dude Ace</i> <i>Rad As if</i> <i>Wicked</i></p> <p>Born: 1965-1979 Age: 40-54</p>	 <p><i>Bling Funky</i> <i>Doh Foshizz</i> <i>Whassup?</i></p> <p>Born: 1980-1994 Age: 25-39</p>	 <p> <i>Fam</i> <i>GOAT Slay</i> <i>Yass queen</i></p> <p>Born: 1995-2009 Age: 10-24</p>	 <p><i>lit yeet</i> <i>hundo oof</i> <i>m idrc</i></p> <p>Born: 2010-2024 Age: under 10</p>
<b>Social markers</b>	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	Trump / Brexit 2016
<b>Iconic cars</b>	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
<b>Iconic toys</b>	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
<b>Music devices</b>	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
<b>Leadership style</b> L - Leader l - New leaders	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
<b>Ideal leader</b>	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
<b>Learning style</b>	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
<b>Influence/advice</b>	Officials	Experts	Practitioners	Peers	Forums	Chatbots
<b>Marketing</b>	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)