“You need to learn to do this without a calculator because you won’t be carrying one around everywhere you go”. 
I changed my password to "incorrect" so whenever I forget what it is, the computer will say "your password is incorrect."
Gen Alpha will never know the link between the two...
Challenges // Strengths
natural collaborators
JUST GOOGLE IT.
“I Google it. Maybe read the first couple of links that Google gives me. I never go past the first page of Google though. That’s about it.”

Matt, 2000
YOU KNOW YOU ARE DESPERATE FOR AN ANSWER...

Goooooo

1 2 3 4 5

WHEN YOU LOOK AT THE SECOND PAGE OF GOOGLE
“Texting rules: you cannot send a sentence with a full stop at the end because you look mad. Or “k dot” (k.) because you look angry – like “I’m done with you.” A dot is like, “don’t talk to me – I got my point across but I don’t want a reply because I dotted you.”

Lauren, 2000
50% Gen Z: rather talk online than in real life
irl

60% Gen Z: social life starts online
70% Gen Z: more convenient to talk online than offline
“If you put my generation in a rural place and there was no Wi-Fi they wouldn’t know what to do.”

Britney, b.2000
2.7 hours / day
24% constantly connected
continuous partial attention
absence
presence
HOW TO SPEAK GEN Z

lit      hbu      rn

tbt      ldc      salty

cebb    ily      throwing shade

goals   irl      pos
“I think people are starting to lose the person to person interaction. And they’re losing the manners that are associated with talking to people face to face because of the amount of communication that happens online. [We’re] losing the ability to have a conversation face to face.”

Matt, b.2000
Customer & company collaboration
Customer & company collaboration
“A collaborative space is better – because our generation collaborate as a part of who we are. Always networked, always connected to each other.”

Matt, b.2000
LEADERSHIP STYLES

position +
transactional

collaborative +
transformational
lifelong learners
Australia
Age Structure in 1988
Estimated Resident Population

Please note for Australia data, to ensure a consistent graph scale over the projection period, ages 100 and over are not displayed, but are used in the calculation of the total population.

Toggle Male/
Female Surplus
- View Surplus

Surplus demonstrates where there are more Males or Females in a particular age group by overlaying the age structure of one gender over the other.

Toggle Outline
- View Outline

Toggle Data Tips
- View Data Tips
Australia
Age Structure in 2018

Projected Resident Population

Please note for Australia data, to ensure a consistent graph scale over the projection period, ages 100 and over are not displayed, but are used in the calculation of the total population.

Toggle Male/Female Surplus
- View Surplus

Surplus demonstrates where there are more Males or Females in a particular age group by overlaying the age structure of one gender over the other.

Toggle Outline
- View Outline

Toggle Data Tips
- View Data Tips
Australia
Age Structure in 2048
Projected Resident Population

Please note for Australia data, to ensure a consistent graph scale over the projection period, ages 100 and over are not displayed, but are used in the calculation of the total population.

Toggle Male/
Female Surplus

View Surplus

Surplus demonstrates where there are more Males or Females in a particular age group by overlaying the age structure of one gender over the other.

Toggle Outline

View Outline

Toggle Data Tips

View Data Tips
DECLINING WORKFORCE RATIO

people aged 15-64 : 65+

1975:  

TODAY:  

2055:  

helloclarity. 

strategy+communications 

claire madden
PRODUCTIVITY

1970s = 

TODAY =

helloclarity.
Disruption and innovation
Disruption and innovation
Disruption and innovation
Disruption and innovation
Disruption and innovation
Disruption and innovation
Disruption and innovation
Disruption and innovation
The ‘share economy’
The ‘gig economy’
17 jobs
5 careers
“Something that I’ll enjoy doing – not something I’m forced to do. I feel like I’ll stay with something that I like.”

Jack, b.2001
“I would like to think I can get a job that would make a difference somehow.”

Jaime, b. 1996
empowered consumers
Experience on demand
Experience on demand
Always accessible
Personalisation & rewards
Cashless made effortless.

Frictionless transactions
“I think our attention span is extremely short and it’s anything that catches our eye distracts us. With so much stuff going on. I think it might be a bit difficult when we get jobs.”

Oliver, 2002
HELLO GEN Z: ENGAGING THE GENERATION OF POST-MELLENNIALS

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come say HELLO