

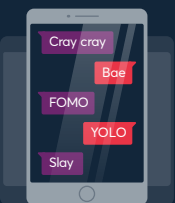
## EFFECTIVE ENGAGEMENT

<b>X</b>	Verbal Sit & listen Teacher Job security Commanding Curriculum centred Closed book exams Books & paper	<b>Z</b>	Visual Try & see Facilitator Flexibility Collaborating Learner centric Open book world Glass & devices
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## UNI DEGREES



## SLANGUAGE



# CHANGING GENERATIONS



## GEN Y PARENTS



## GLOBAL GENERATION

**2,000,000,000**  
2 billion Gen Zs globally



Top 3 countries by total population

- China
- India
- United States

Top 3 countries by Gen Z population

- India
- China
- Indonesia

## MOBILITY



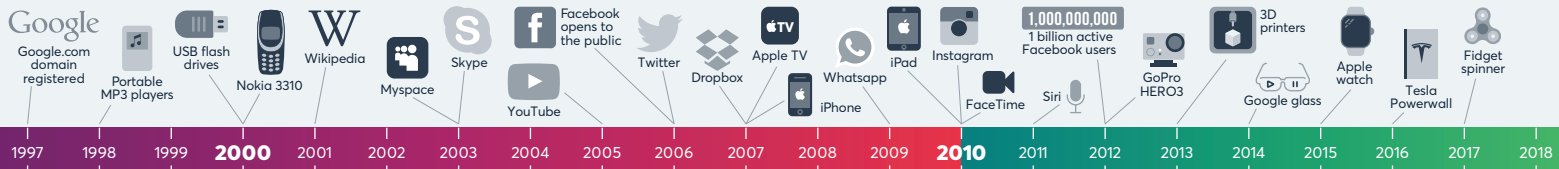
**2,500,000** Gen Alphas born globally each week

*Kids In Parents Pockets Eroding Retirement Savings*

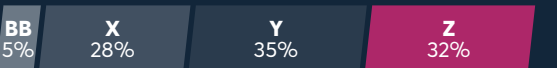
## TOP BABY NAMES

Oliver	<b>1</b>	Charlotte
William	<b>2</b>	Olivia
Jack	<b>3</b>	Amelia
Noah	<b>4</b>	Ava
Thomas	<b>5</b>	Mia

## REDEFINED LIFESTAGES



## WORKFORCE OF 2028



## MEME OF THE YEAR

- Photo-bombing    Planking    Gangnam Style    The Fox    Icebucket Challenge    Blue & Black/ White & Gold    Bottle flip    The dab

## WORD OF THE YEAR

- App    Cloud    Hashtag    Selfie    YOLO    Post-truth    Fake news

## NEW JOBS

- Content-based marketer    Sustainability officers    Data visualisation designer    App developer    Autonomous vehicle technician    Cyber security professional    Blockchain developer    UAV operator  
Solar technicians    Test & tag technician    Digital records manager    Blogger    Big data analyst    Social media marketer    Medical nanotechnologist    UX manager    Robotics technician    Virtual reality engineer

CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
	 <p><i>We prefer proper English if you please</i></p> <p>Born: &lt; 1946 Age: 73+</p>	 <p><i>Be cool Peace Groovy Way out</i></p> <p>Born: 1946-1964 Age: 54-72</p>	 <p><i>Dude Ace Rad As if Wicked</i></p> <p>Born: 1965-1979 Age: 39-53</p>	 <p><i>Bling Funky Doh Foshizz Whassup?</i></p> <p>Born: 1980-1994 Age: 24-38</p>	 <p><i>idk Legit Squad Totes Whatevs</i></p> <p>Born: 1995-2009 Age: 9-23</p>	 <p><i>Lit Fam Hundo Yas RN Lel</i></p> <p>Born: from 2010 Age: under 9</p>
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	Trump / Brexit 2016
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous cars 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership style	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence/advice	Officials	Experts	Practitioners	Peers	Forums	Robo-advice
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)