

Claire Madden

Social Researcher & Next Gen Expert

Claire Madden is a renowned business consultant, social researcher and generational expert. She is highly regarded for her ability to interpret the meaning and impact of global social and generational trends for educators, managers and marketers. Claire is the author of *Hello Gen Z: Engaging the Generation of Post-Millennials*.

Armed with research methodologies, business acumen and communication skills, Claire is an insightful keynote speaker who effectively bridges the gap between the emerging generations and the business leaders and educators of today. She brings robust, research-based content to her presentations and consulting.



As a media commentator, Claire is regularly interviewed on prominent television programs including *The Drum*, *The Project*, *The Today Show*, *SkyNews*, *Sunrise* and *The Morning Show*, as well as on the radio and in print media. With academic qualifications in communications and postgraduate studies in leadership, on the board for a financial services company and on the Advisory Board of UTS Business School. Claire is also the Founder and Director of the research based strategy and communications agency, Hello Clarity (www.helloclarity.com.au).

Claire has delivered professional development sessions for school and tertiary teachers, given keynote addresses at conferences as well as boardroom strategy sessions. From conducting training days for corporate and not for profit clients, to addressing students, training rising leaders and facilitating youth panels, Claire is in a unique position to understand the emerging generations and communicate the key engagement strategies.

Her clients include Australian Catholic University, Australian Institute of Sport, Awards Victoria, Citibank, Griffith University, NSW TAFE, The Salvation Army, The University of Adelaide and Walker Wayland.

Claire Madden talks about:

- **Generation Z Defined:** Five key characteristics of this global generation
- **The Future of Work:** Mega trends redefining the future of work



- **Next Gen Leadership:** Creating an engaging culture, building multi-generational teams
- **Educating Screenagers:** Pedagogical implications for today's learners
- **Creating an Engaging Culture:** Inspiring the next generation of staff and teams
- **A Demographic Snapshot:** Realities transforming the business landscape

Client testimonials

“ Vibrant, exciting, relevant, informative, energetic, personable and from the feedback we have received, one of the best presenters our attendees have ever seen.

- *Awards Victoria*

“ We received lots of positive feedback about Claire's presentation on the day... it was great to have such an interactive and engaging presenter on board to present new and interesting content.

- *University of Adelaide*

“ Awesome, engaging, excellent, challenging.

- *CMA*

“ Claire was excellent! She was warm in her presentation and full of useful information - it was very well received! ... It was exactly what we were after.

- *SU Queensland*

“ Claire's ability to communicate the factual data in an engaging and interactive way was tremendous.

- *Mentone Grammar*

“ We were extremely pleased with how both events went - Claire's insights were highly valuable, as was the quality and professionalism of both her presentations.

- *Citi Bank Australia & New Zealand*

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[VIDEO OF SPEAKER](#) 

