

# Ashley Fell

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## ***Social Researcher, Trends Analyst & Keynote Speaker***

Ashley Fell is a social researcher, TEDx speaker and the Director of Advisory at McCrindle. She is the author of two books on leadership and generational insights, titled Work Wellbeing and Generation Alpha. She is also the host of McCrindle's podcast, The Future Report.



From topics including future trends, business insights, leadership and communication skills, Ashley is passionate about delivering visually engaging, tailored, and research-based presentations for corporate, government and not-for-profit clients.

Her expertise is in training and equipping leaders and teams on how to lead across generational divides; particularly Gen Y (popularly known as millennials), Gen Z and now the newest generation, Generation Alpha.

From Ashley's experience in creating engaging research-based content, strategising public relations, managing social media platforms and coordinating industry events, she is well positioned to advise on how to achieve cut through in these message-saturated times.

In addition to delivering informative keynote presentations with splashes of humour at conferences, boardroom briefings, and PD Days; and MCing special events; Ashley is regularly interviewed for print media, TV programs, radio and podcast

### ***Ashley Fell speaks about:***

- Future Trends
- Generational Change
- Leadership
- Demographic Insights
- Communication Skills

### **Client testimonials**

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“ Ashley Fell has an expert understanding of generational trends. Drawing on evidence based research, she helps organisations to connect and communicate with millennials in the workplace and in the market.

**- *Leading Aged Services Australia***

“ Ashley was informative, entertaining, and perfectly on topic.

**- *Country Fire Authority***

“ Outstanding, engaging and perfect for what we needed.

**- *Netball NSW***

“ Topic was engaging. Presentation was well received. Ashley was also engaging and really connected with the group.

**- *Lion***

“ Ashley was polished, succinct, poised and in every way, a truly professional speaker that engaged at a deep and personal level with my clients. The content matched the brief perfectly, and of the 20 speakers I engaged this year, Ashley ranks among the best, if not the best.

**- *Investors Edge Finance***

[VIEW SPEAKER'S BIO ONLINE](#) 