

Navigating the future: Emerging trends and the power of storytelling

Ashley Fell





HELLO
my name is

**Social
Researcher**

A man with dark hair and glasses, wearing a brown suit jacket, a light blue shirt, and a red patterned tie, is smiling broadly while holding a banana. The background is a blurred office setting with wooden paneling. The text "I LOVE EXCEL" is overlaid in large, white, bold, sans-serif font with a black outline.

I LOVE EXCEL

A decade of transformation



- 2016
Post-truth

Adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief



- 2017
Fake news



- 2018
Toxic



- 2019
**Climate
emergency**



● 2020

● 2020



Bushfire
Impeachment



Coronavirus



COVID-19
Lockdown



Black Lives
Matter



Cancel
Culture

- 2021
Vax



- 2022
Goblin mode





“Pretty sure Goblin Mode is just a new term to describe what teenagers have always been in.”

- 2023
Rizz



- 2024
Brain rot



- 2025
Rage bait



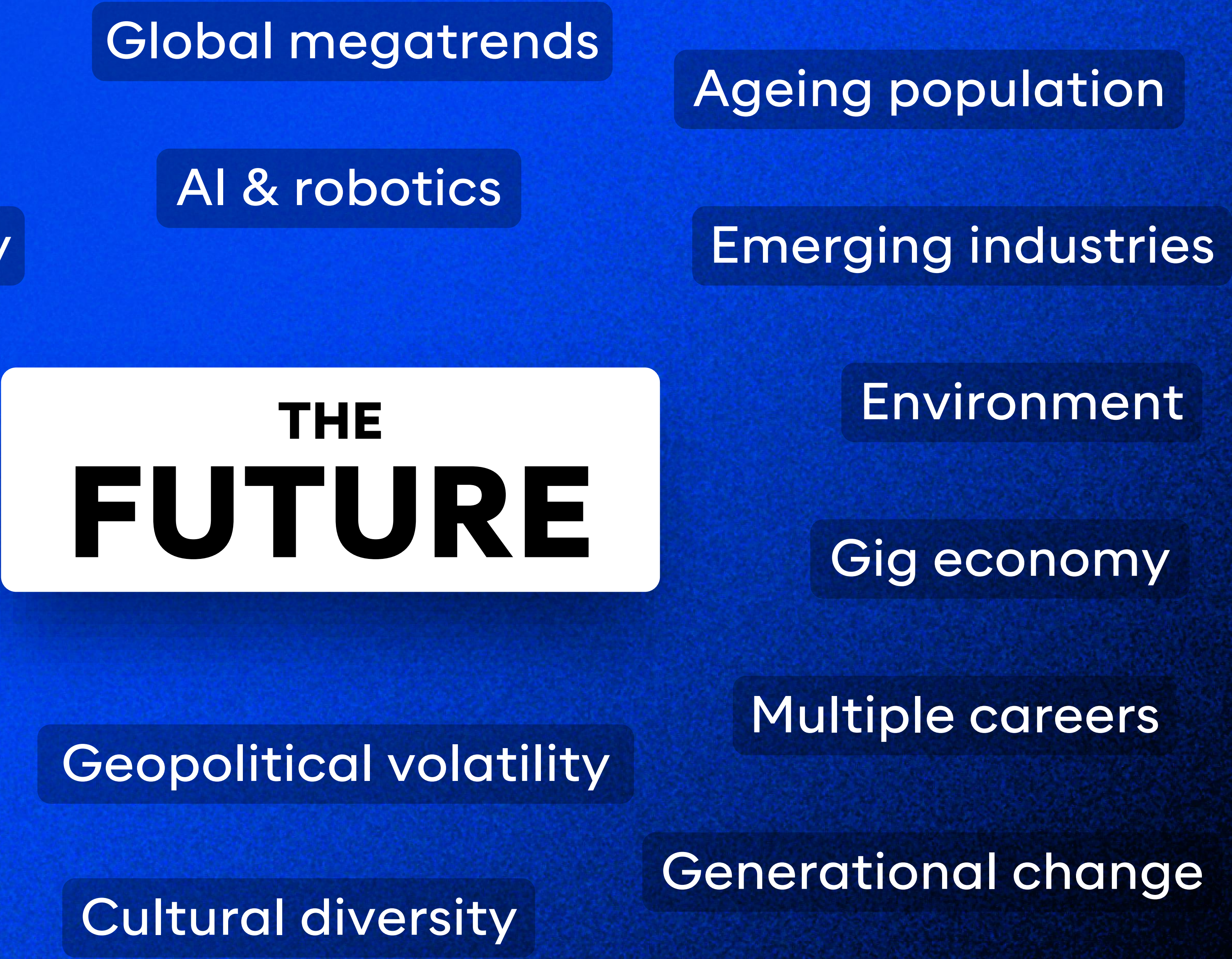


Simon Holland ✓
@simoncholland



Don't know about y'all but I could really go for some precedented times.

THE FUTURE



Change fatigue



Helping grandma
with the controller

Change apathy



Demographic shifts



Census

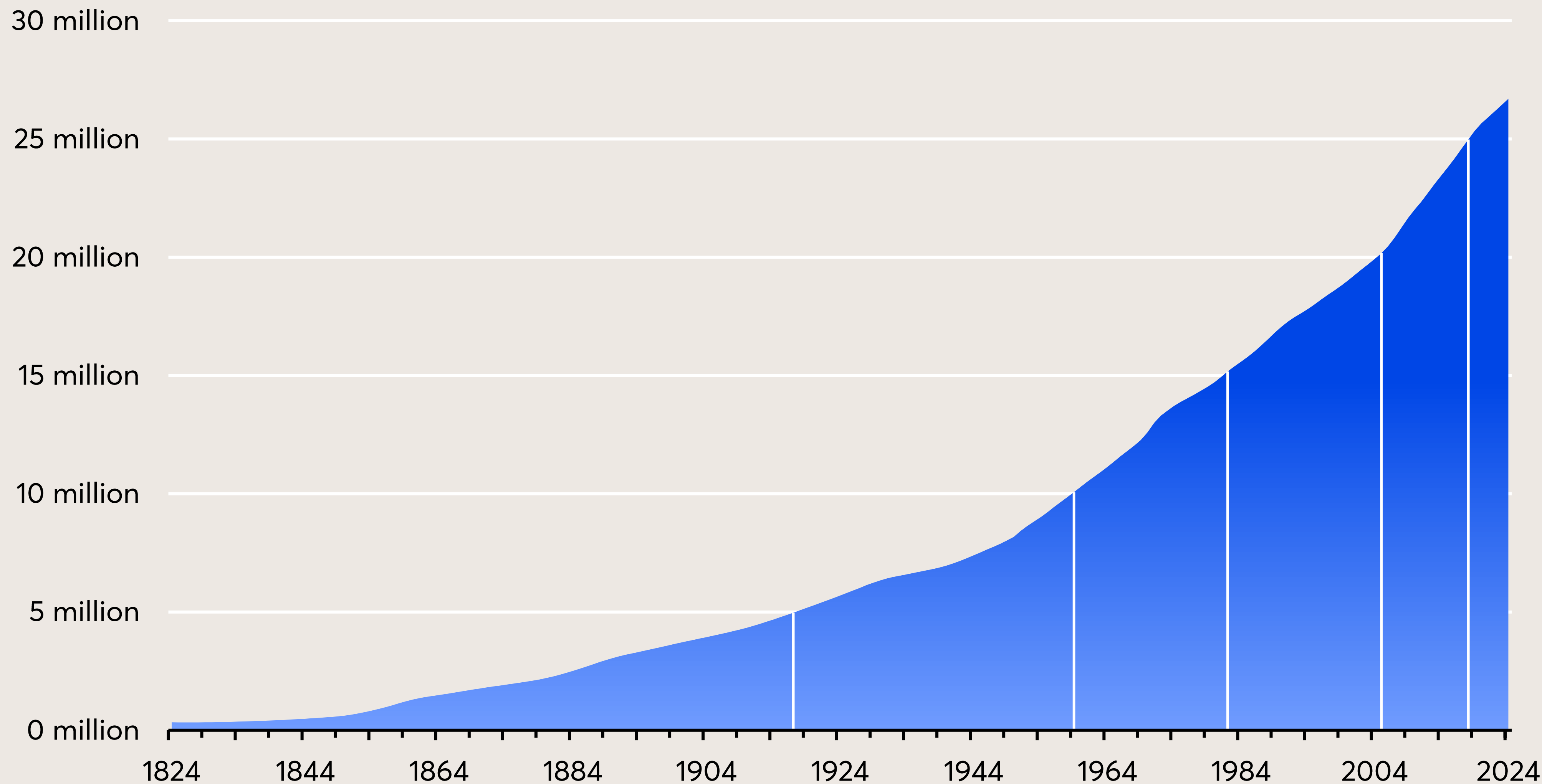
Every stat tells a story.

2021

When new Census data comes out



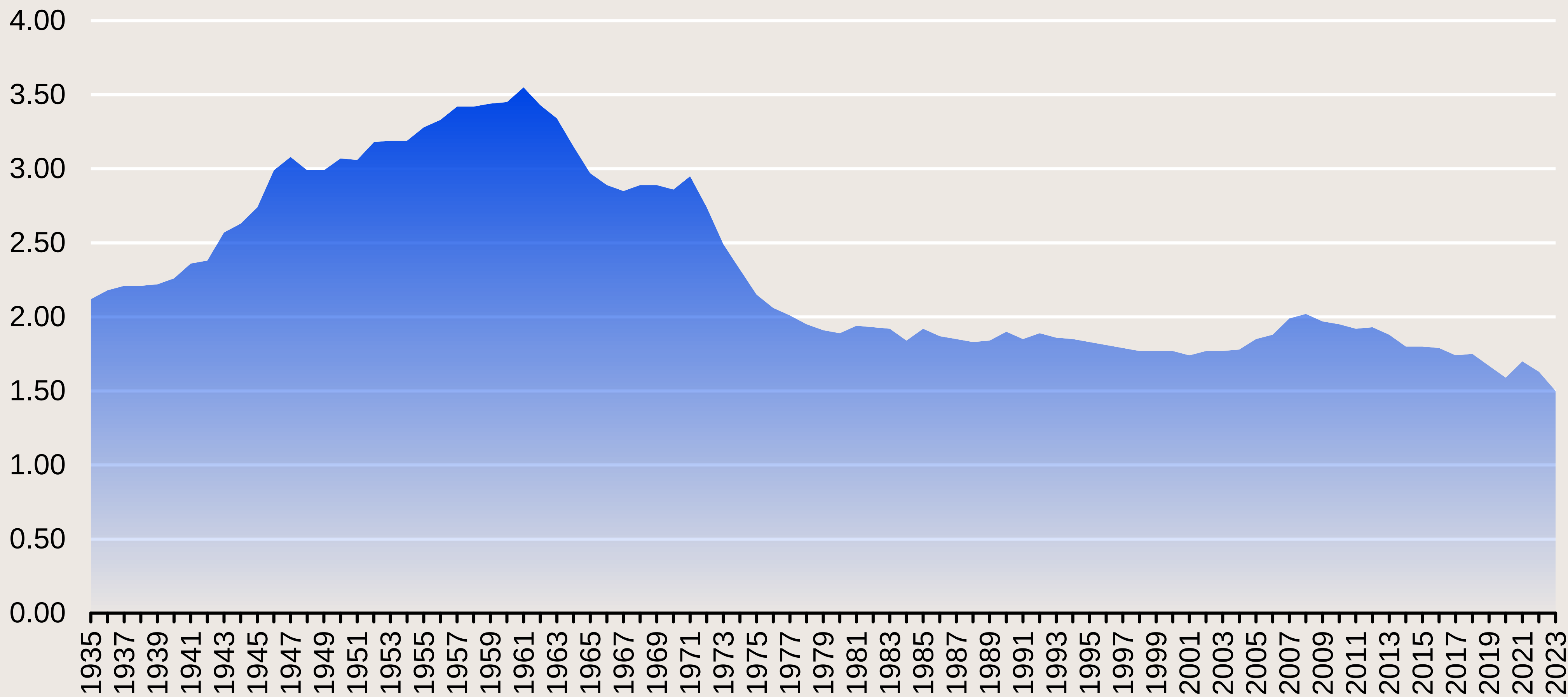
Australian population growth 1824-2024



Source: Australian Bureau of Statistics

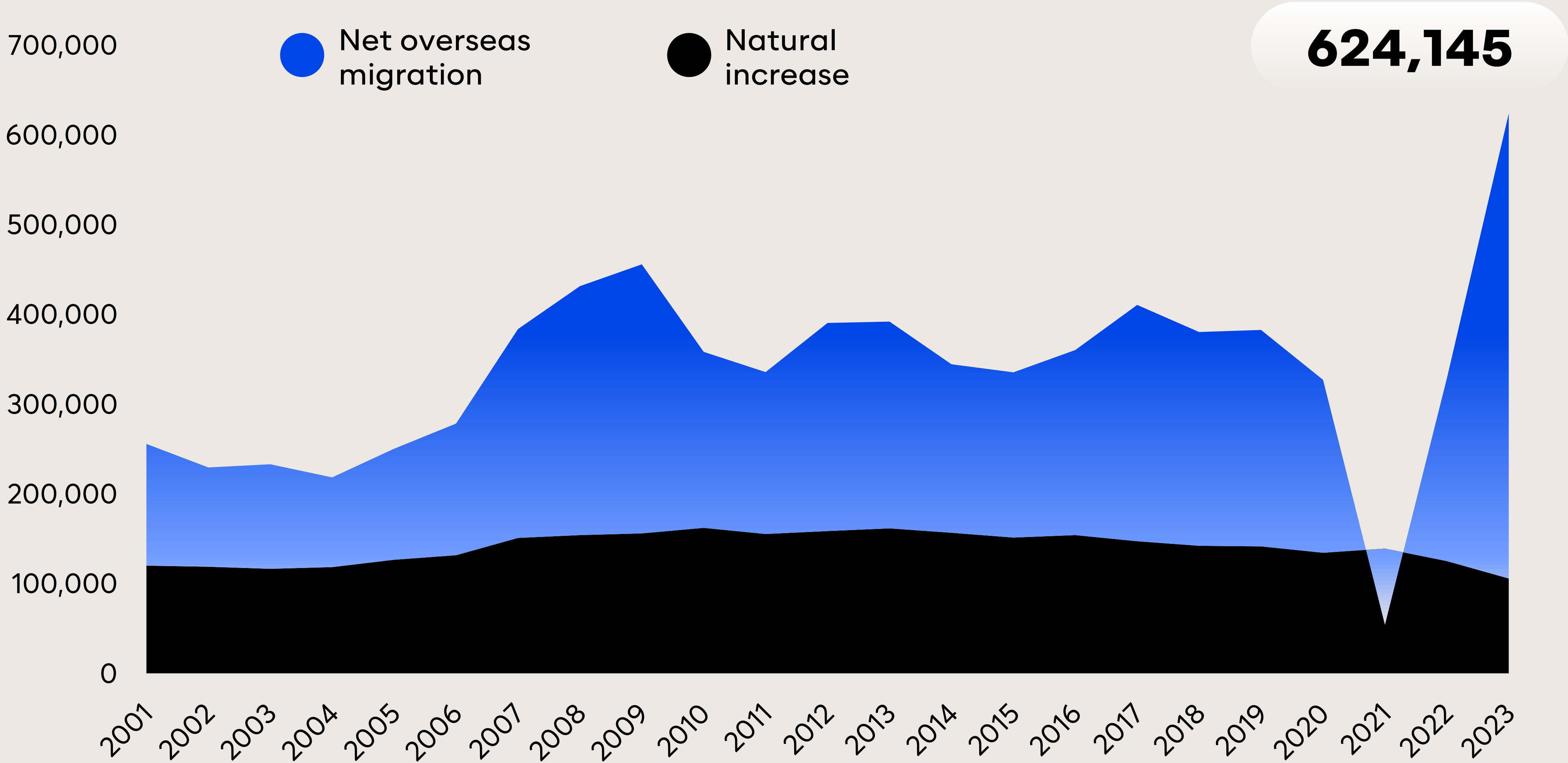
Change in birth rates in Australia

TOTAL FERTILITY RATE – 1935 TO 2023



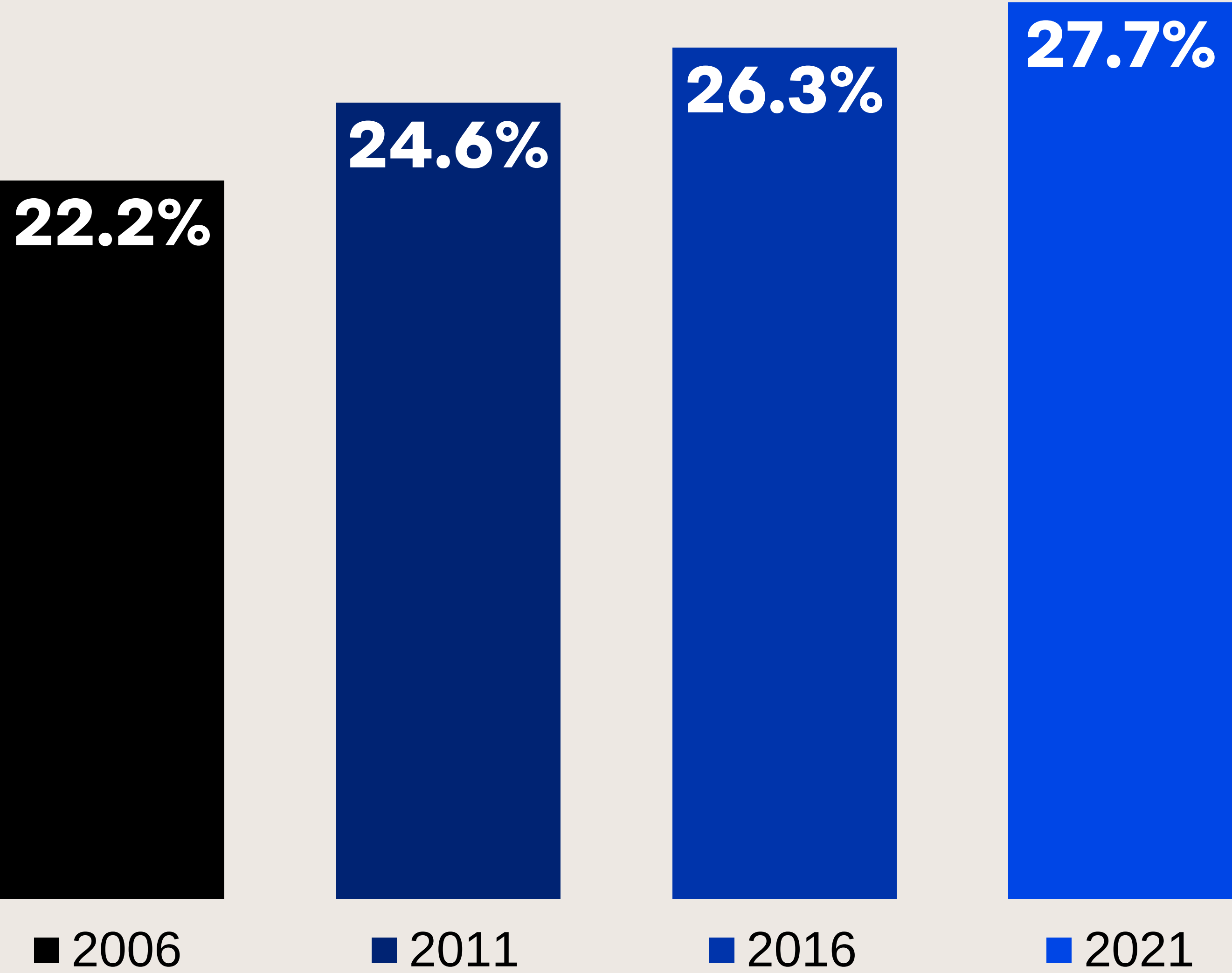
Source: Australian Bureau of Statistics, Births, Australia 2023

Population bounceback post-COVID



Source: Australian Bureau of Statistics

% born overseas



Source: Australian Bureau of Statistics



48%

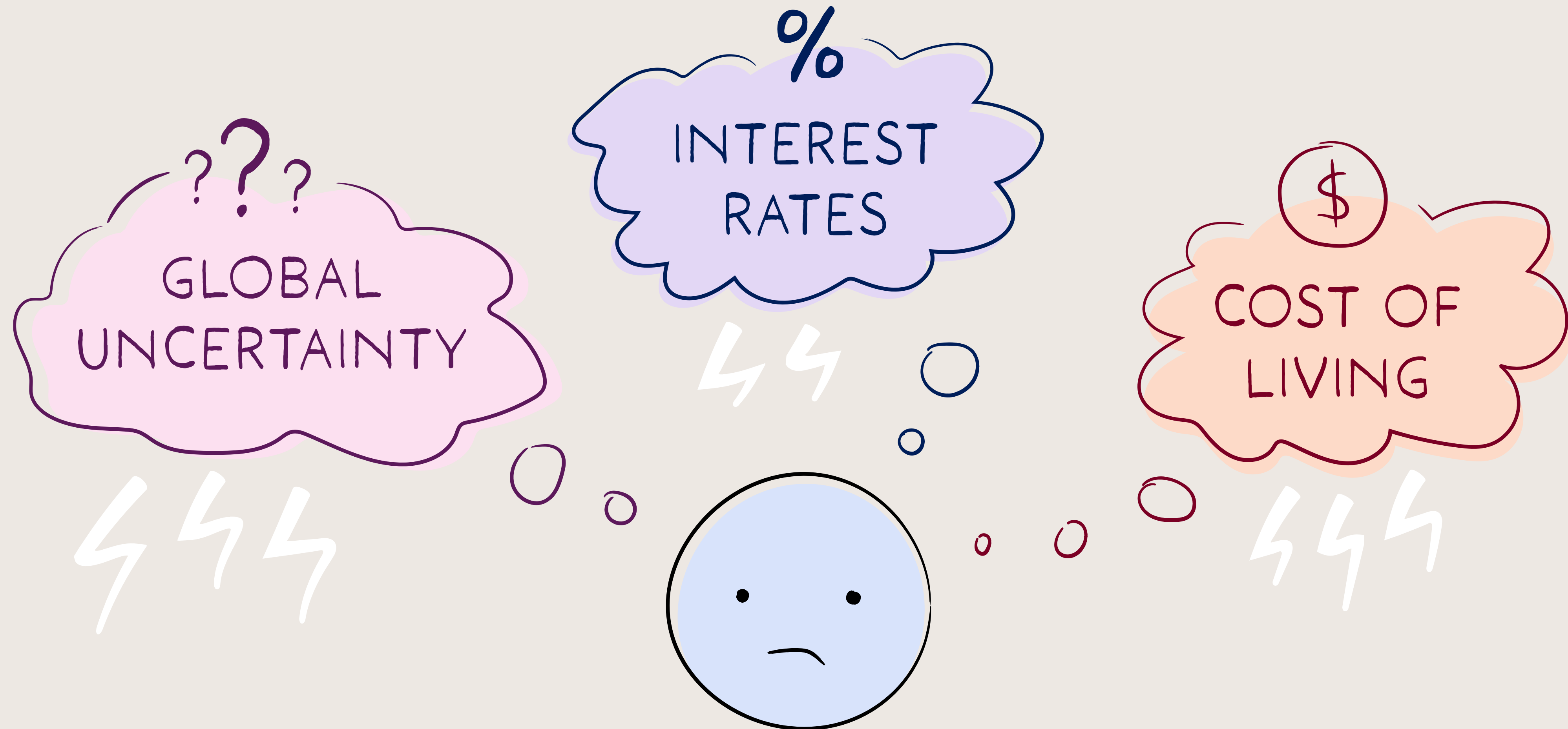
have at least one
parent born
overseas

Source: Australian Bureau of Statistics

Economic uncertainty

Recessionette

The feeling/psyche of a recession without an actual recession caused by...



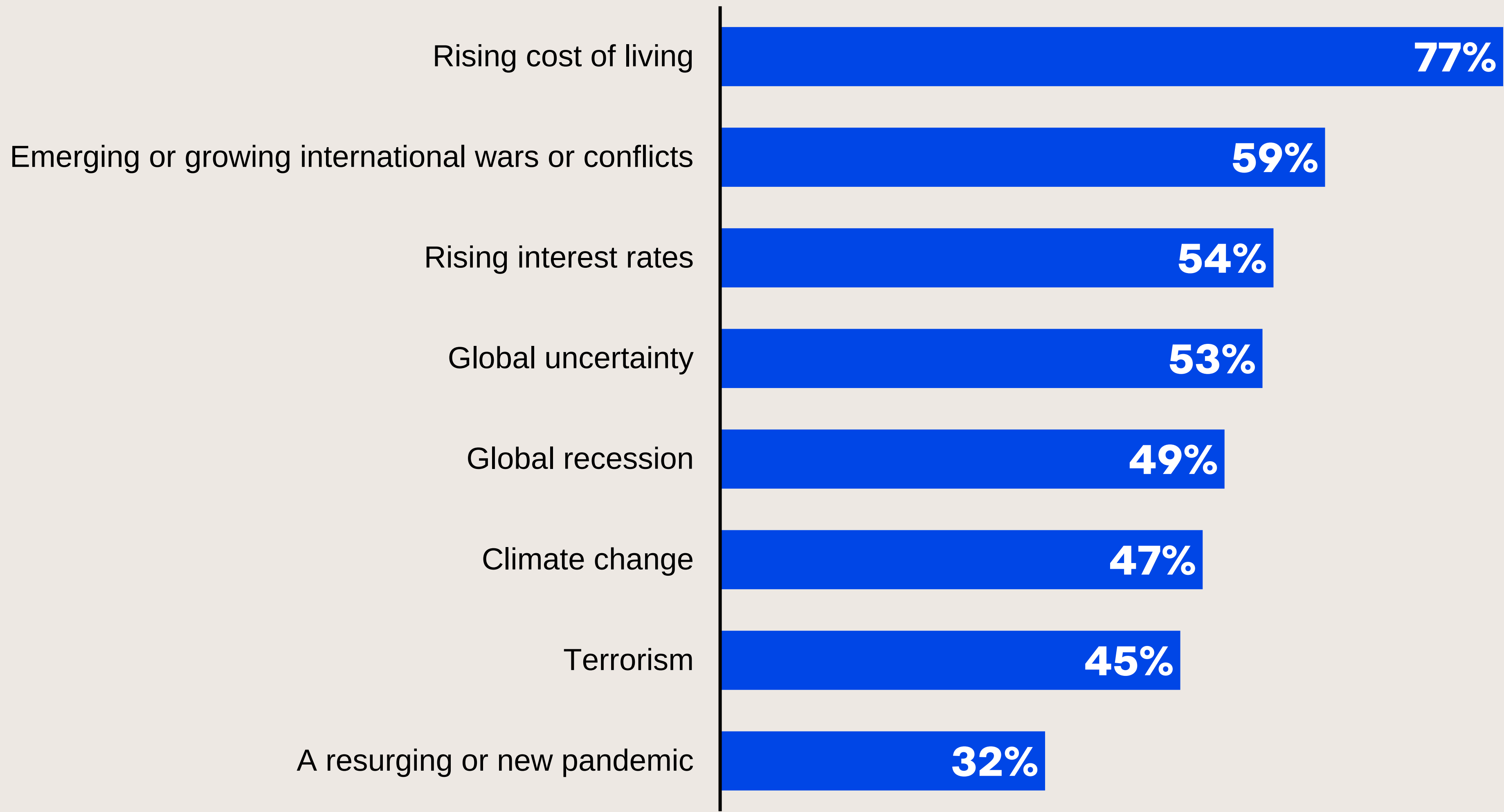
HOW CONCERNED ARE YOU ABOUT THE FOLLOWING?

Extremely/very concerned

m

HOW CONCERNED ARE YOU ABOUT THE FOLLOWING?

Extremely/very concerned



Source: McCrindle Trends of 2025

mccrindle.com

mccrindle

I don't wanna party like it's 1999...
I wanna go grocery shopping like
it's 1999.

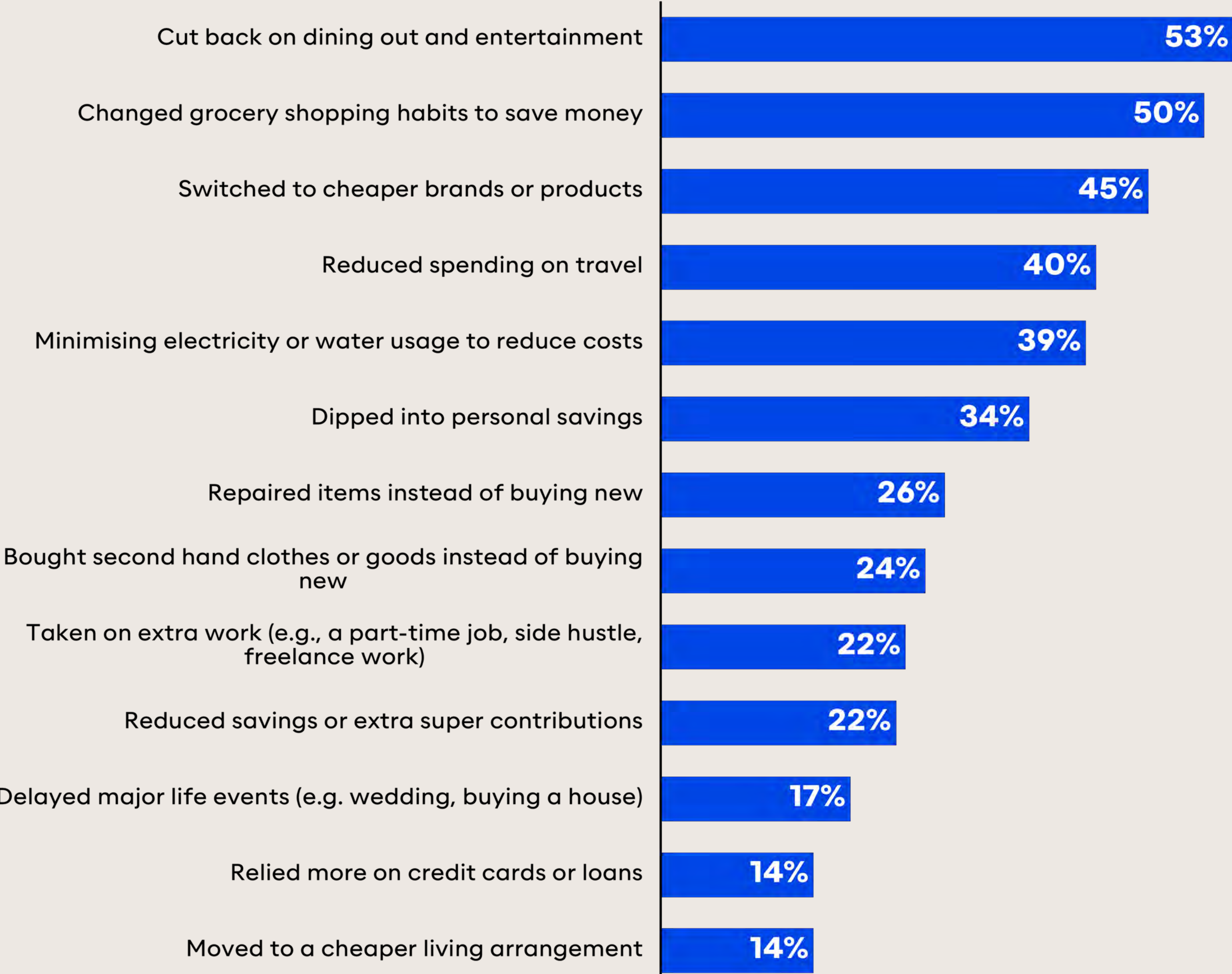


89%

have made changes
in response to
the rising cost
of living

Cost of living compromises

WHICH OF THE FOLLOWING HAVE YOU DONE IN RESPONSE TO THE RISING COST OF LIVING?



Generational change

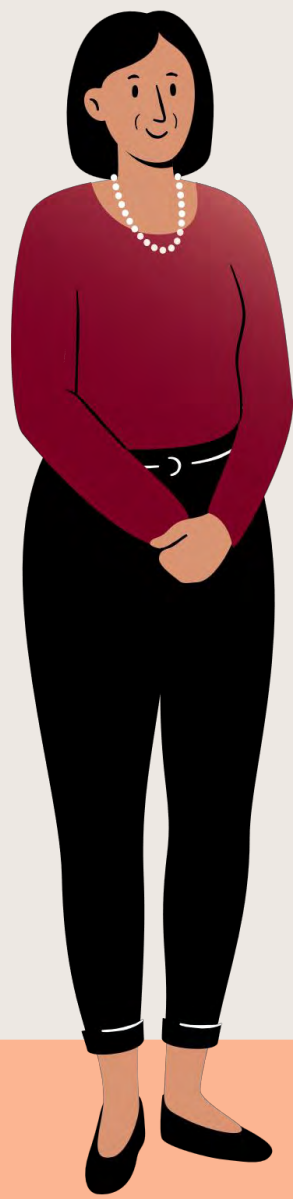
The seven generations



Builders

Born: 1925-1945

Age: 81+



Boomers

Born: 1946-1964

Age: 62-80



Generation X

Born: 1965-1979

Age: 47-61



Generation Y

Born: 1980-1994

Age: 32-46



Generation Z

Born: 1995-2009

Age: 17-31



Gen Alpha

Born: 2010-2024

Age: 16 and under



Gen Beta

Born: 2025

Context

Context



Baby Boomers



Gen X

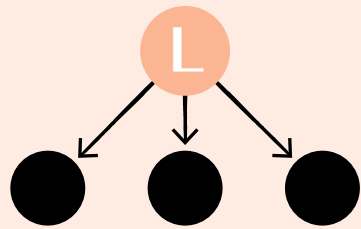


Gen Y

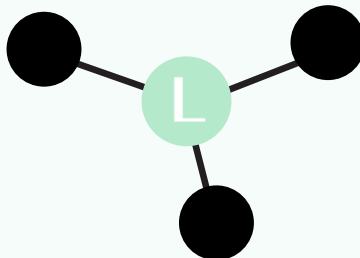


Gen Z

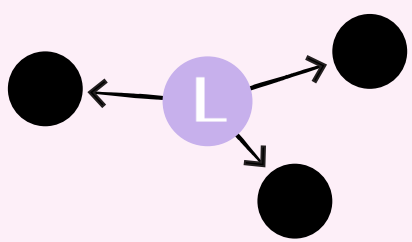
Leadership style



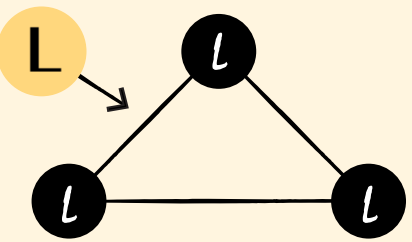
Directing



Co-ordinating



Guiding



Empowering

Context



Baby Boomers



Gen X

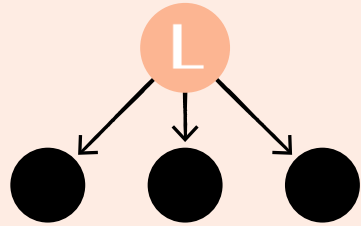


Gen Y

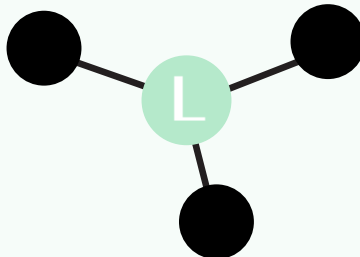


Gen Z

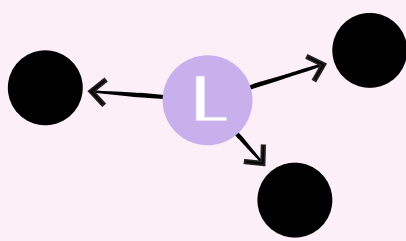
Leadership style



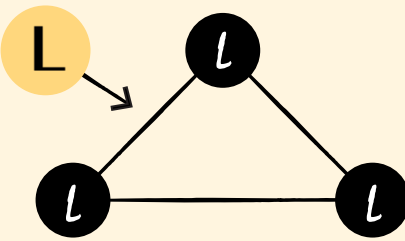
Directing



Co-ordinating



Guiding



Empowering

Communication



Memo



Email



Online messaging



Virtual meeting

Context



Baby Boomers



Gen X

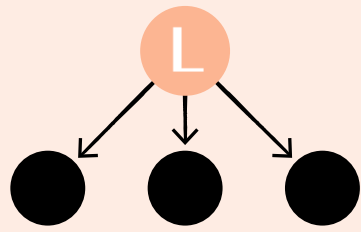


Gen Y

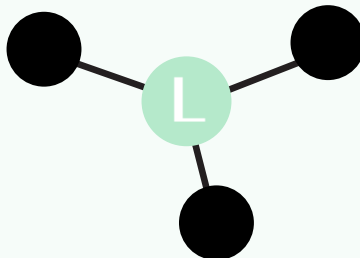


Gen Z

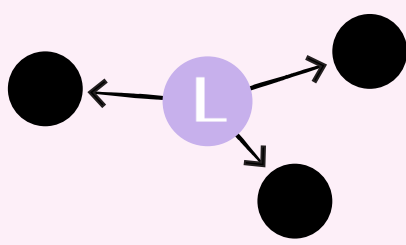
Leadership style



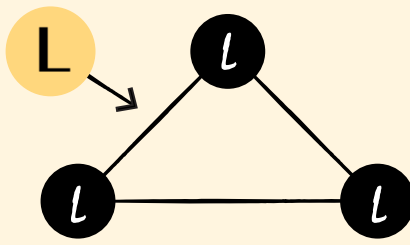
Directing



Co-ordinating



Guiding



Empowering

Communication



Memo



Email



Online messaging

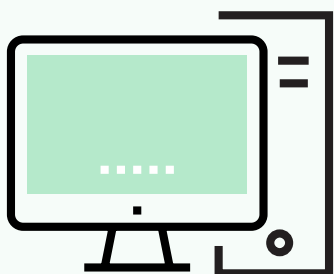


Virtual meeting

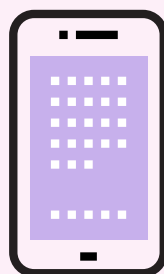
Emerging technologies



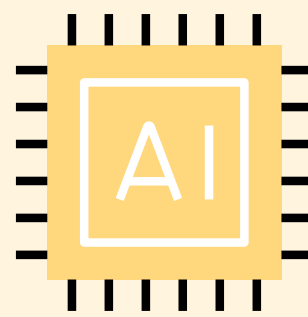
Fax machine



Desktop computer



Smart phone



Artificial Intelligence

Context



Baby Boomers



Gen X

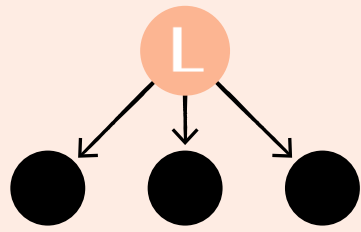


Gen Y

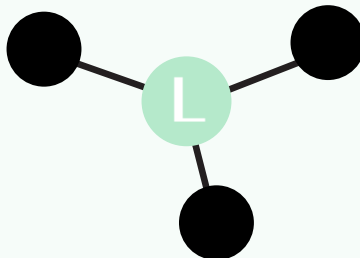


Gen Z

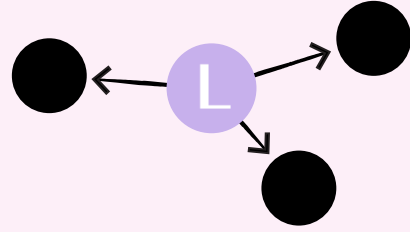
Leadership style



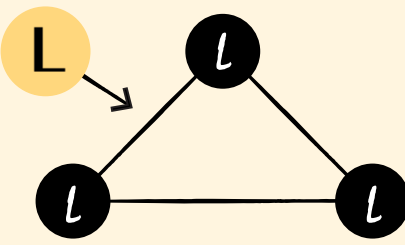
Directing



Co-ordinating



Guiding



Empowering

Communication



Memo



Email

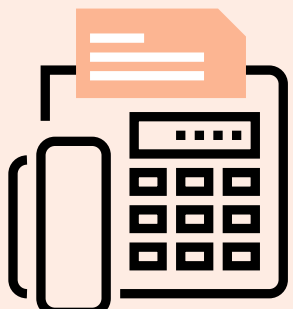


Online messaging

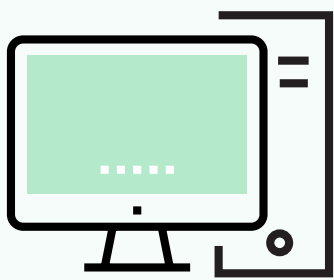


Virtual meeting

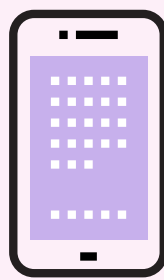
Emerging technologies



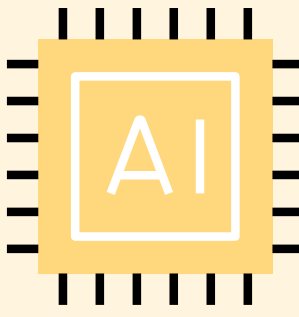
Fax machine



Desktop computer



Smart phone



Artificial Intelligence

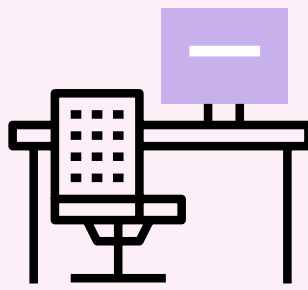
Work location



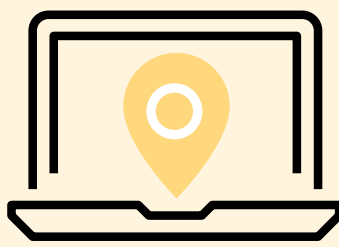
Place bound



Place bound



Place flexibility



Work from anywhere



Gen Z

Age 16-30





Gen Z

Age 16-30





Gen Z

Age 16-30





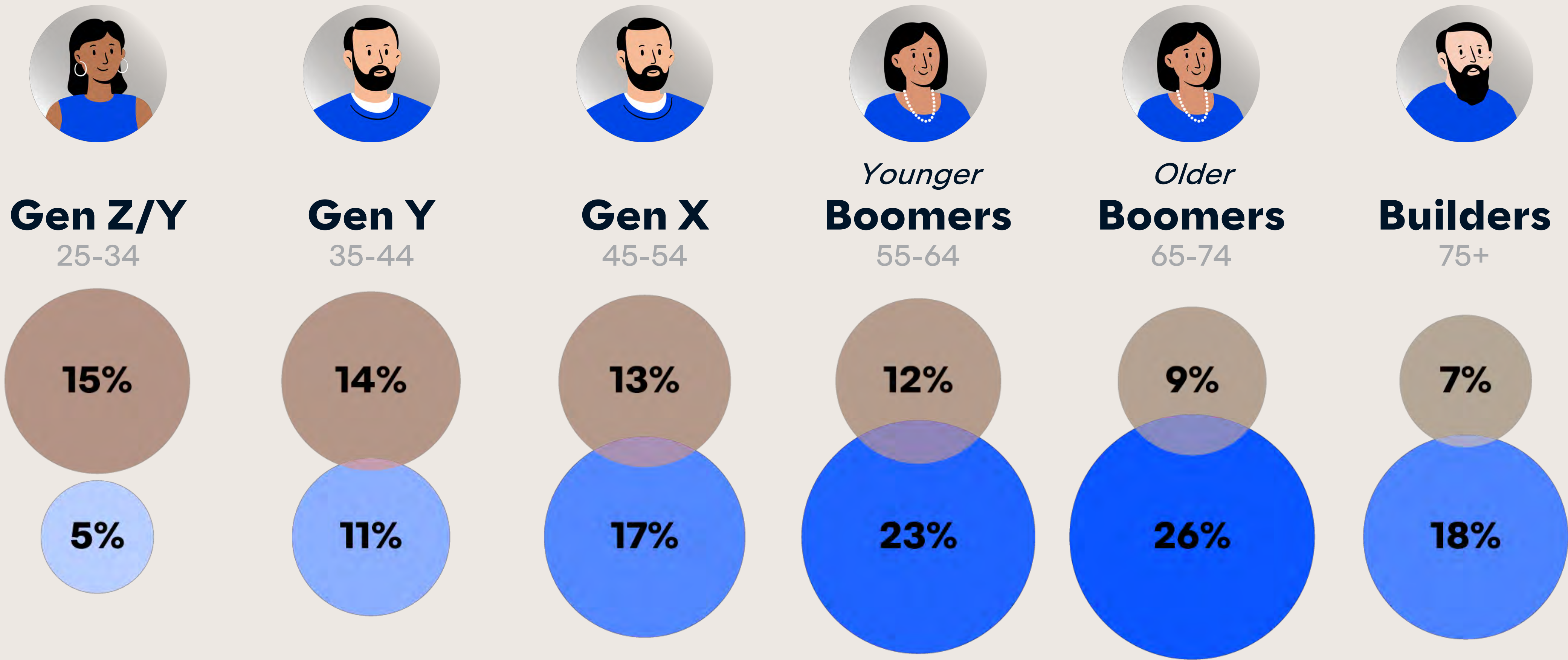
Gen Z

Age 16-30



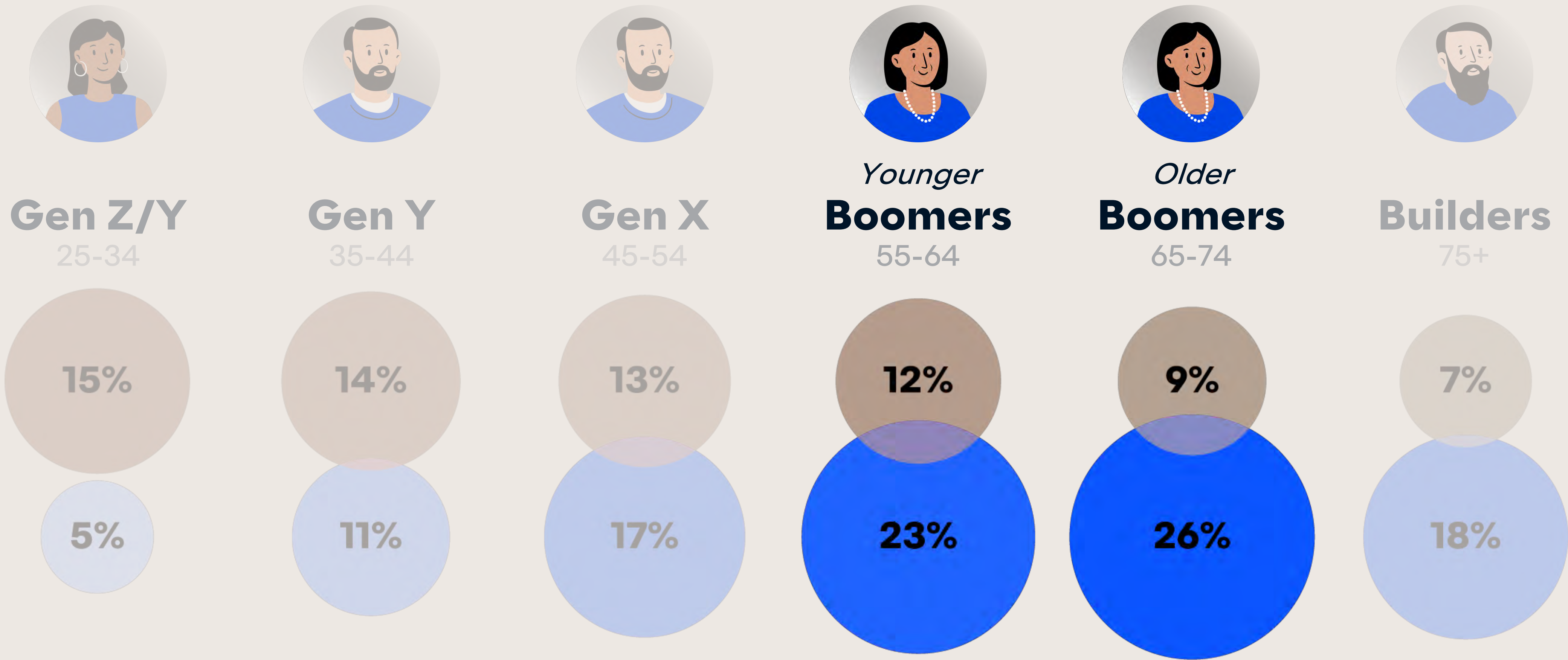
Australian income & wealth distribution by age

● % national population ● % national wealth



Australian income & wealth distribution by age

● % national population ● % national wealth



Gen Z are more likely to receive support

WHICH OF THE FOLLOWING HAVE YOU EVER RECEIVED FROM YOUR GRANDPARENTS?

Please select all that apply



Gen Z



Baby Boomers

Gen Z are more likely to receive support

WHICH OF THE FOLLOWING HAVE YOU EVER RECEIVED FROM YOUR GRANDPARENTS?

Please select all that apply



Gen Z



Baby Boomers

Difference

Financial support for overseas travel

16%

1%

16x

Financial support to buy a home

12%

2%

6x

Source: McCrindle Trends of 2024

Gen Z are more likely to receive support

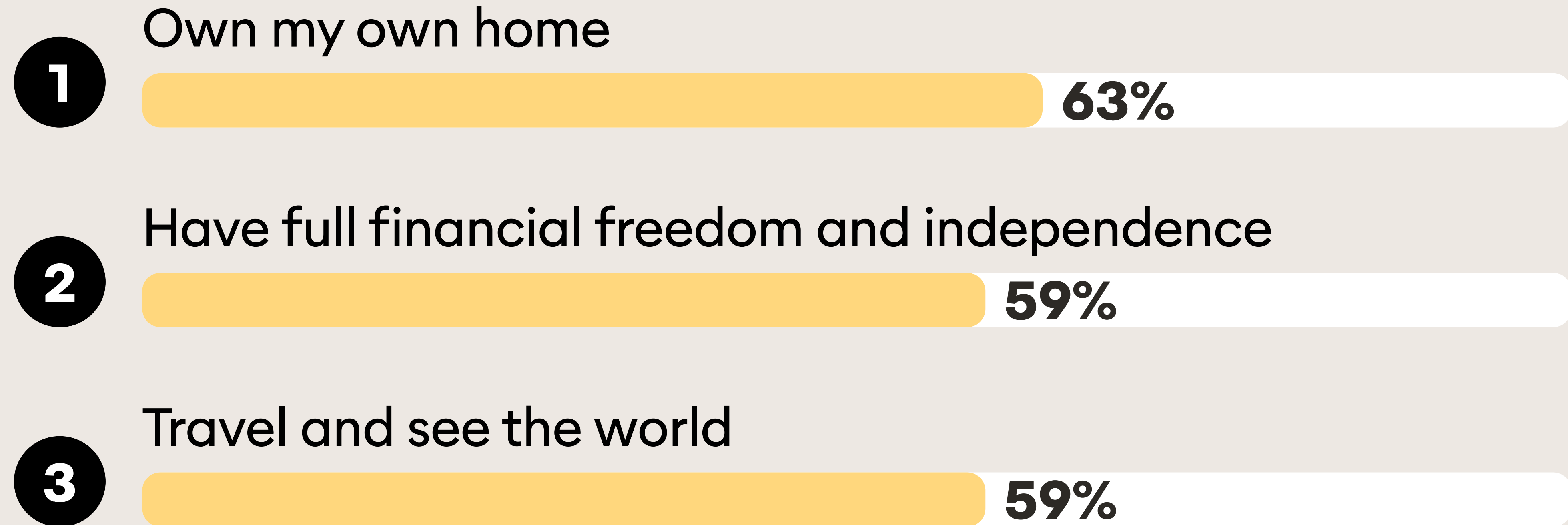
WHICH OF THE FOLLOWING HAVE YOU EVER RECEIVED FROM YOUR GRANDPARENTS?

Please select all that apply

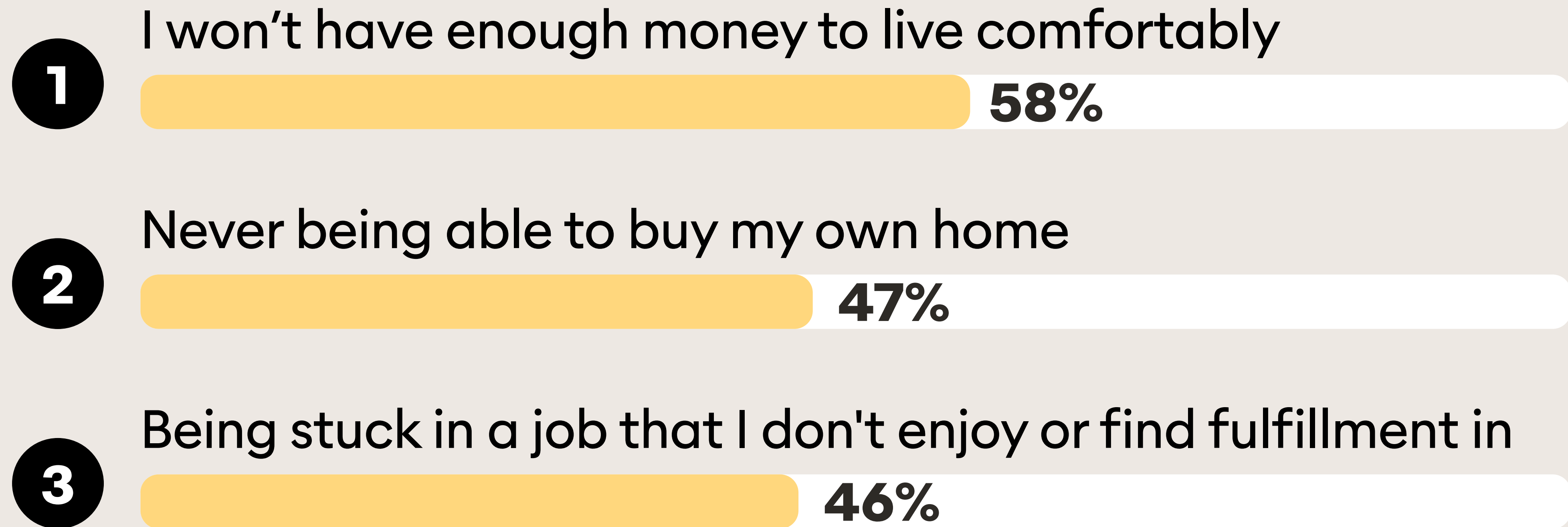
	 Gen Z	 Baby Boomers	Difference
Financial support for overseas travel	16%	1%	16x
Financial support to buy a home	12%	2%	6x
Financial support for education	17%	2%	8.5x
Lived with them for free or reduced rent	20%	5%	4x

Source: McCrindle Trends of 2024

Gen Z top hopes



Gen Z top fears





18 jobs



6 careers

In a lifetime



**K
I
P
P
E
R
S**



Kids
In
Parents
Pockets
Eroding
Retirement
Savings

AI and emerging technologies

“

My husband asked me why I spoke so softly in the house. I said I was afraid Mark Zuckerberg was listening.

“

**My husband asked me why I spoke
so softly in the house. I said I was
afraid Mark Zuckerberg was
listening**

He laughed.

I laughed.

Alexa laughed.

Siri laughed.

AI impacting the workplace



Personalisation



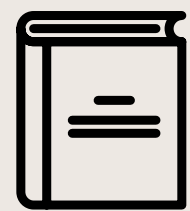
Automation



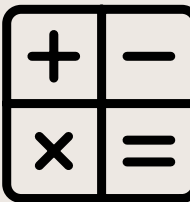
Productivity

Foundational literacies

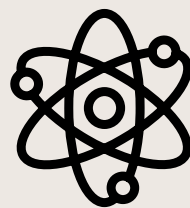
How students apply core skills to everyday tasks



Literacy



Numeracy



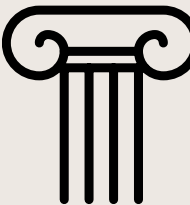
Scientific literacy



ICT literacy



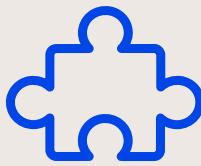
Financial literacy



Cultural/civic literacy

Competencies

How students approach complex tasks



Critical thinking/
problem solving



Creativity



Communication



Collaboration

Character qualities

How students approach their changing environment



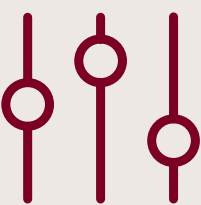
Curiosity



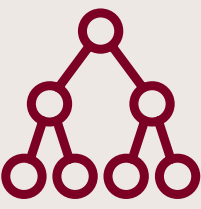
Initiative



Persistence/grit



Adaptability



Leadership



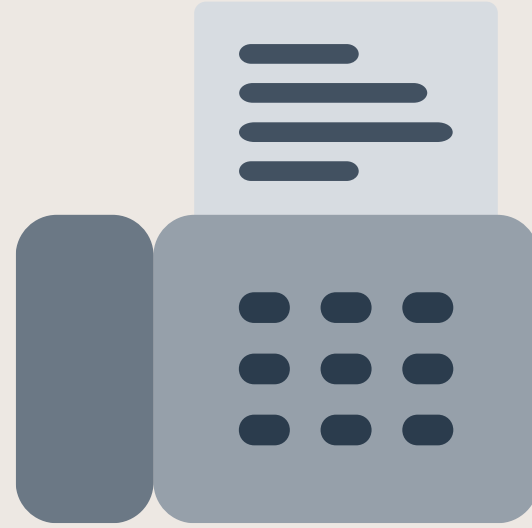
Social/cultural awareness

“

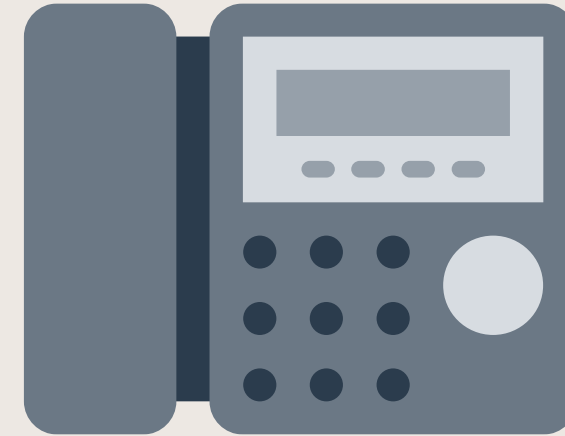
**The most valuable
skills will be
distinctively human
characteristics.**

— McCrindle

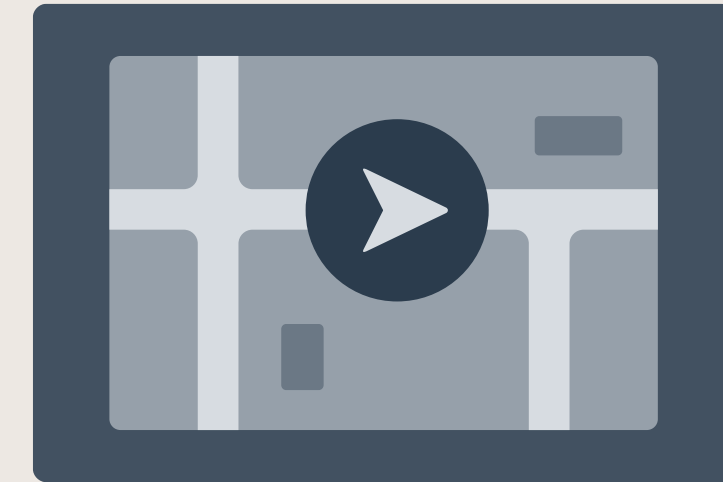
Outgoing for the emerging generations



Fax machine



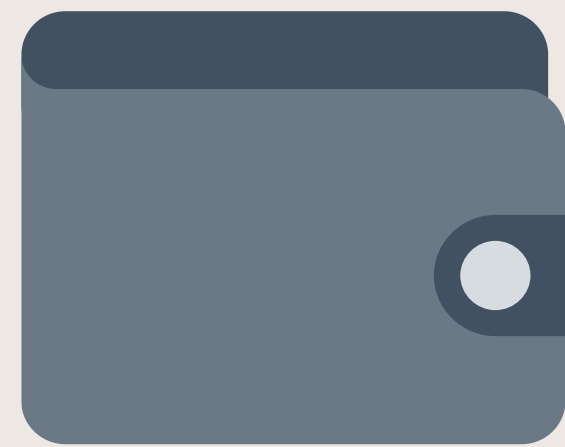
Landline
phone



GPS system



Credit card



Wallet



Analogue
watch

Could you fax over a copy?

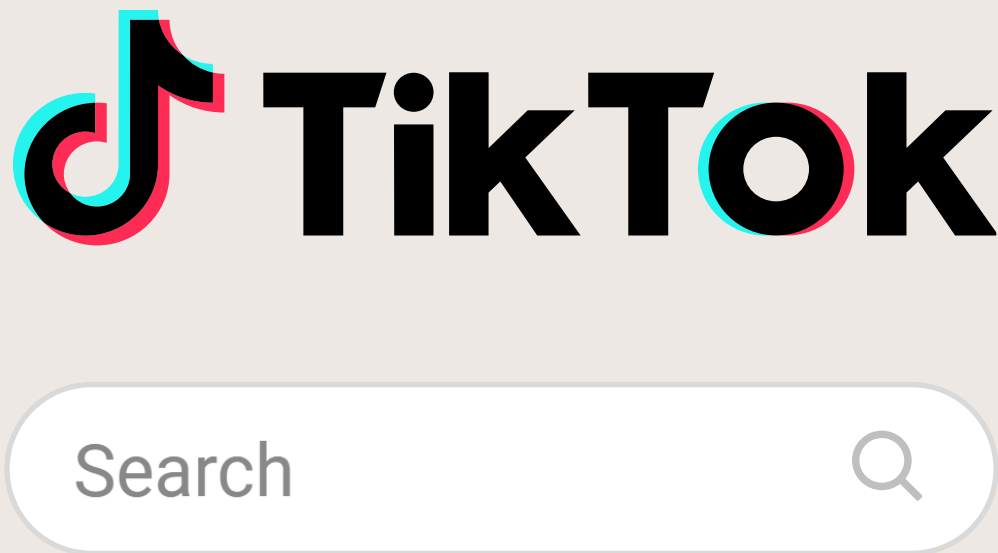
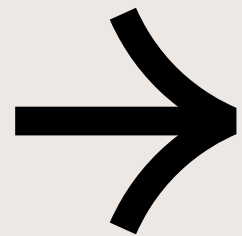
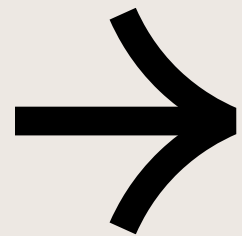
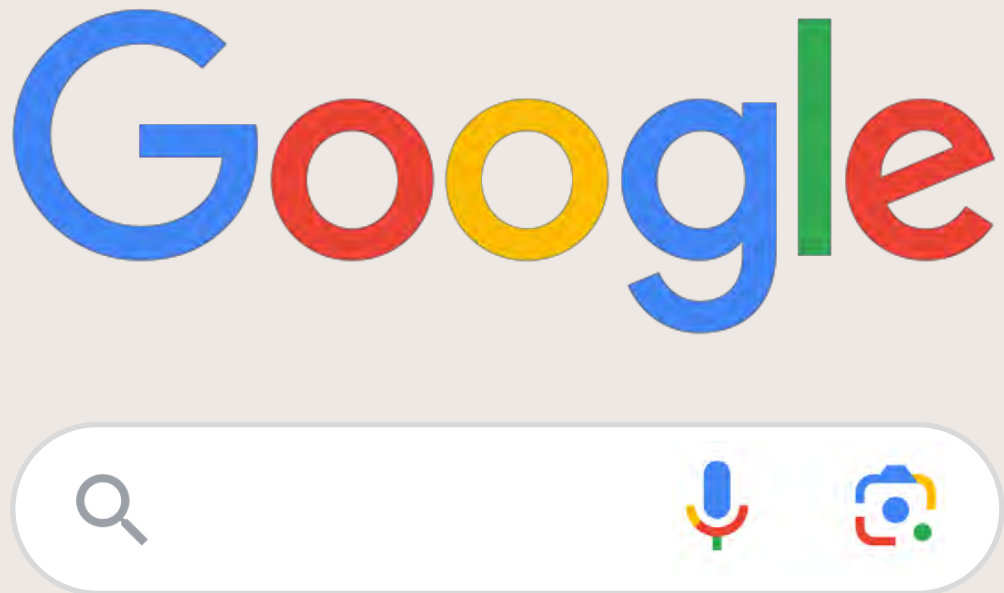
No, I can't fax because of where I live

Where do you live?

The 21st century

The power of storytelling in a digital era





Used to learn new skills (daily)



Gen Z
18 - 28



Gen Y
29 - 43



Gen X
44 - 58



Boomers
59 - 77

TikTok (48%)

Websites (42%)

Websites (35%)

Websites (22%)

Used to learn new skills (daily)



Gen Z
18 - 28



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44 - 58



Boomers
59 - 77

TikTok (48%)	Websites (42%)	Websites (35%)	Websites (22%)
Instagram (46%)	YouTube (41%)	YouTube (27%)	Books (18%)

Source: McCrindle, Generations Defined Report, 2023

Used to learn new skills (daily)



Gen Z
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TikTok (48%)	Websites (42%)	Websites (35%)	Websites (22%)
Instagram (46%)	YouTube (41%)	YouTube (27%)	Books (18%)
YouTube (42%)	Instagram (38%)	Instagram (16%)	YouTube (14%)

Source: McCrindle, Generations Defined Report, 2023

Expectation inflation

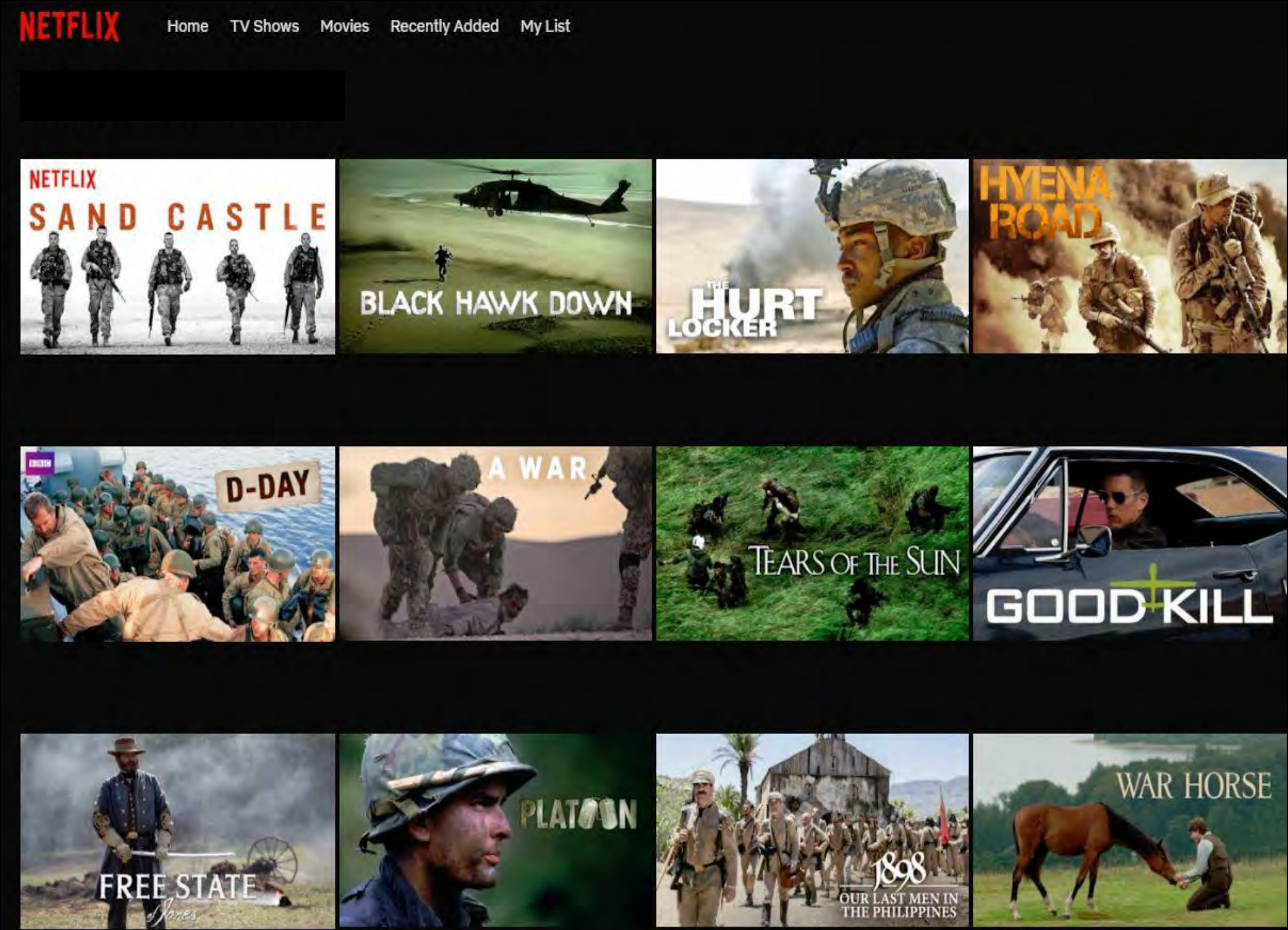
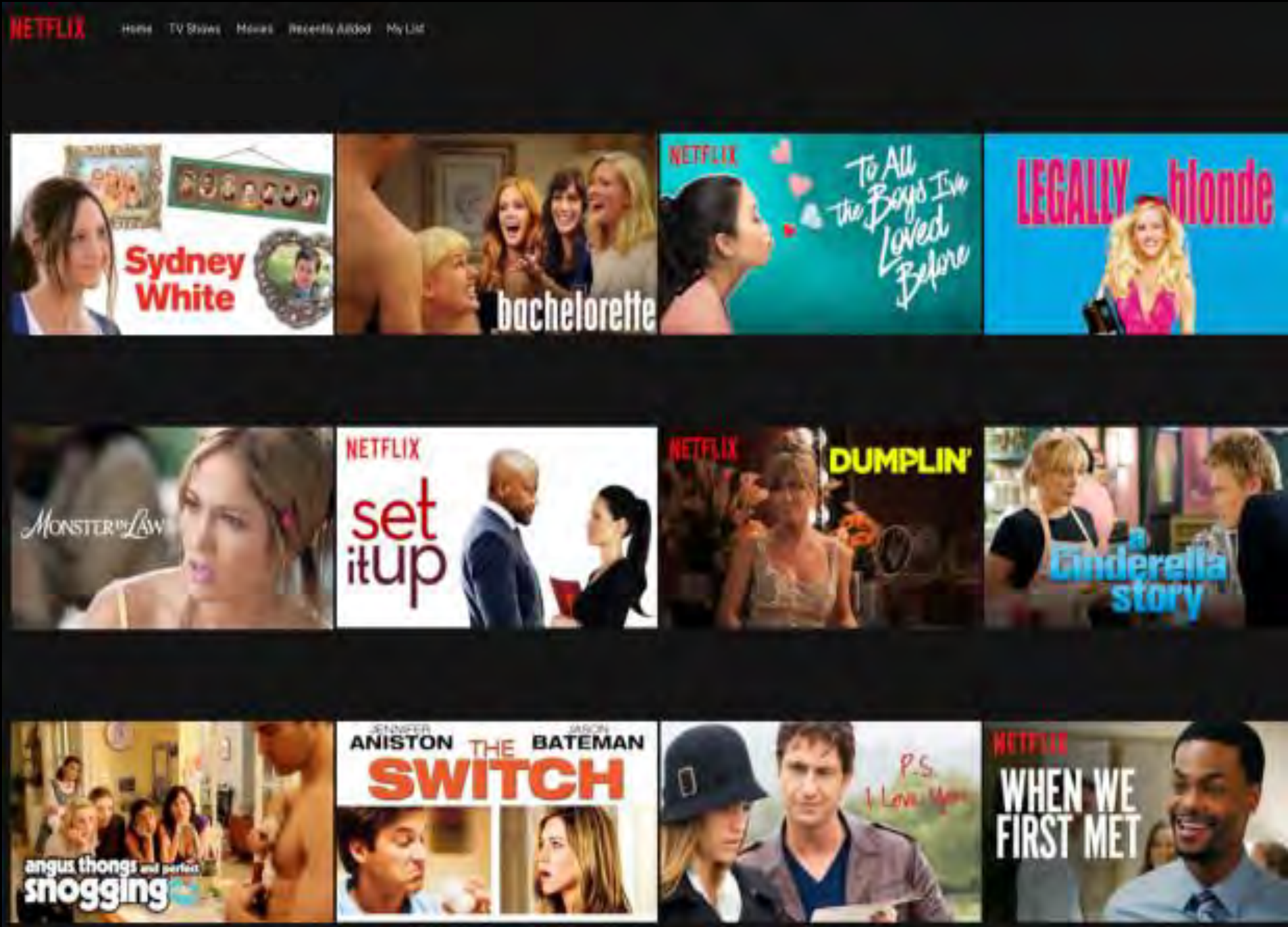
PARTICIPATION

TRANSPARENCY

PERSONALISATION

RELEVANCE

IMMEDIACY

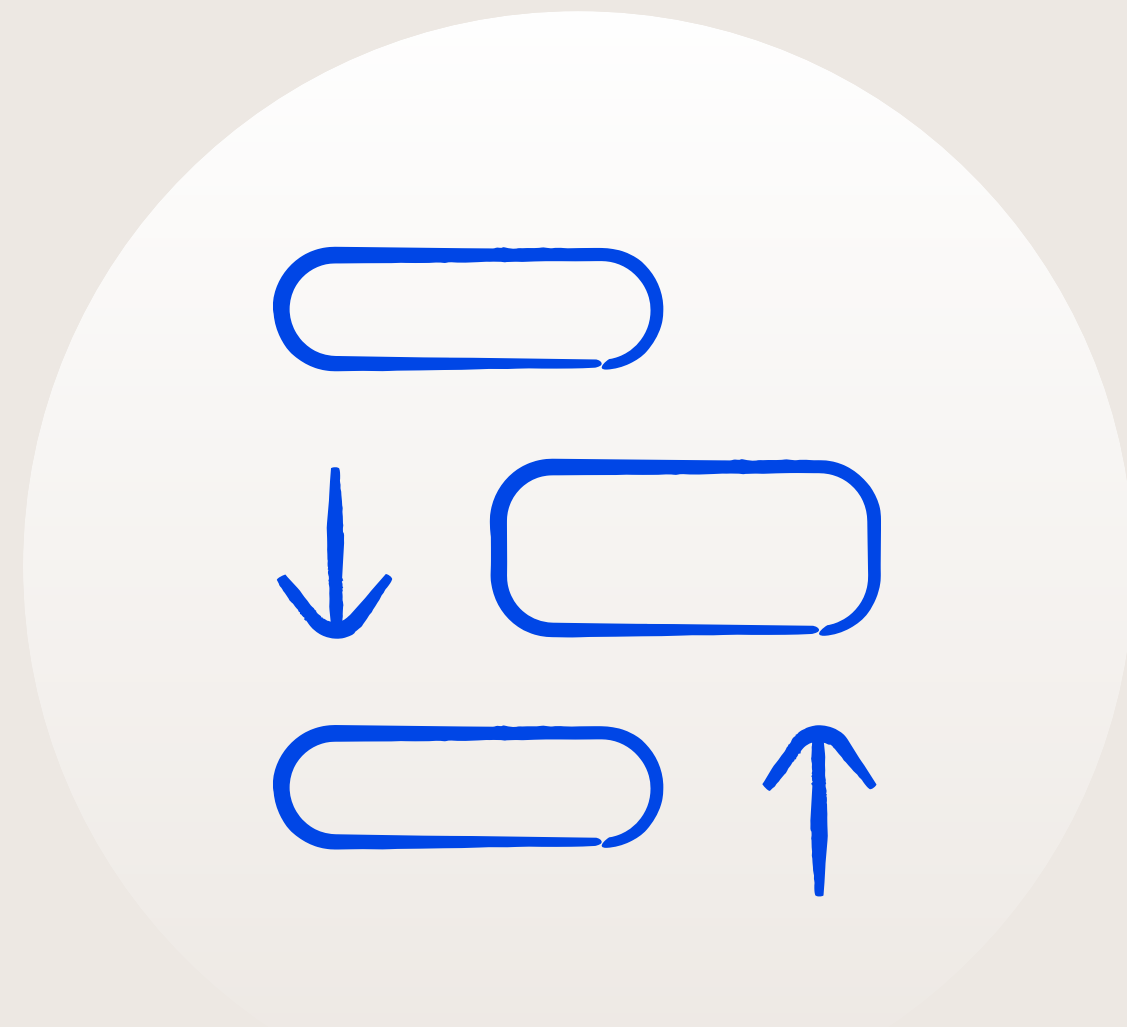


**YOU KNOW YOU ARE DESPERATE
FOR AN ANSWER...**



**WHEN YOU LOOK AT THE
SECOND PAGE OF GOOGLE**

Effective storytelling



PRIORITISE

Find the story



VISUALISE

Illustrate the story



VERBALISE

Tell the story

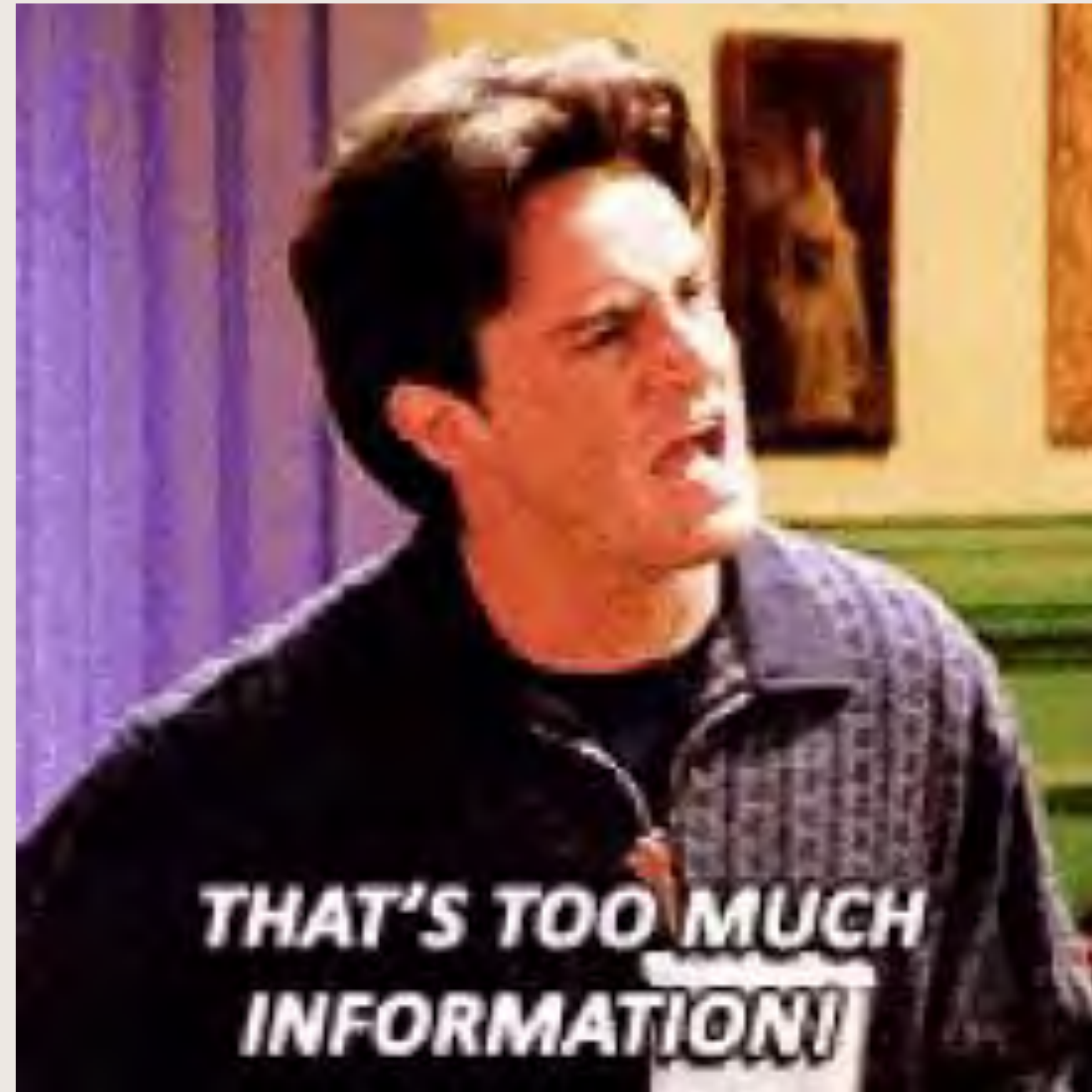
01

PRIORITISE

Find the story



Resist information overload



“

How can we
provide *insight*,
not just
information?

The ABC of prioritising

ASK yourself what data is most important, most relevant.

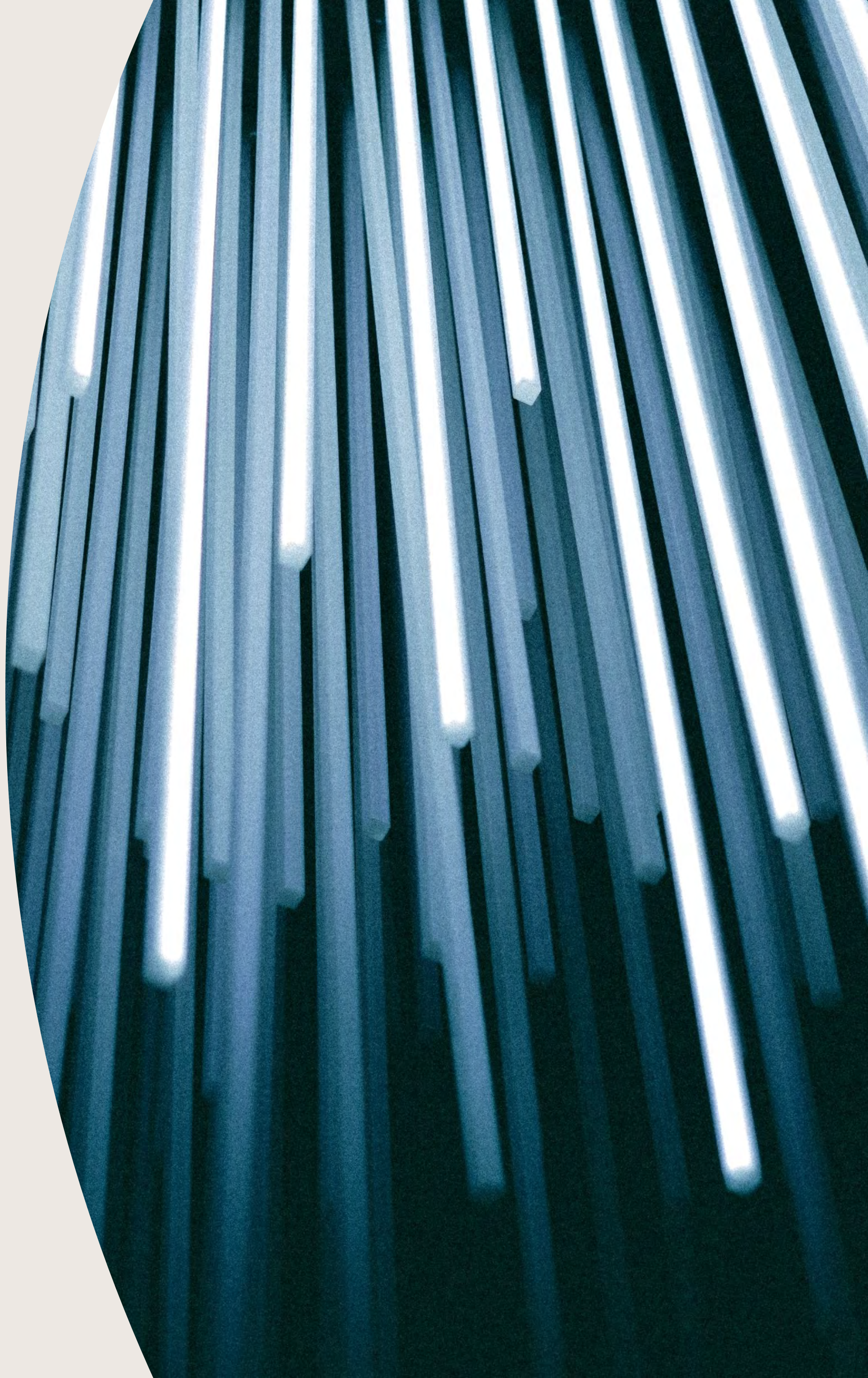
BREAK it into bite sized chunks e.g. 3 key takeaways.

CONNECT on a human level.

02

VISUALISE

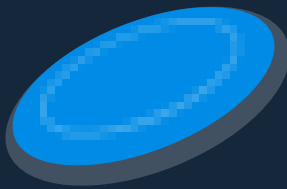
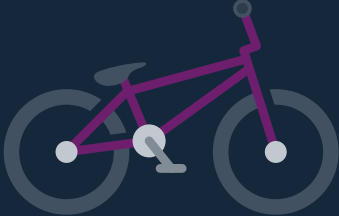
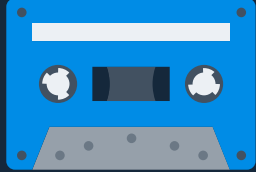
Illustrate the story



The power of visuals

BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
Model T Ford Final, 1927	Ford Mustang 1964	Holden Commodore 1978	Toyota Prius 1997	Tesla Model S 2012	Autonomous vehicles 2020s
Roller skates	Frisbee	Rubix cube	BMX bike	Folding scooter	Fidget spinner
Record player LP, 1948	Audio cassette 1962	Walkman 1979	iPod 2001	Spotify 2008	Smart speakers Now

The power of visuals

BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now

03

VERBALISE

Tell the story



Telling the story of your data

Telling the story of your data

Data storytelling is both **show** AND **tell**.

Telling the story of your data

Data storytelling is both **show** AND **tell**.

If you don't tell the story, people will make their own interpretation of what the data means (and they may be incorrect!)

Structuring content



Preframe



Reveals



Summary
statement/s

Effective storytelling does the following:



Interests



Instructs



Involves



Inspires

What great communicators do differently

Presenters open PowerPoint. *Storytellers craft a narrative.*

Presenters use text. *Storytellers love pictures.*

Presenters dump data. *Storytellers humanize it.*

Presenters are predictable. *Storytellers surprise audiences.*

Presenters practice silently. *Storytellers rehearse out loud.*

“

People will forget what you said.

“

**People will forget what you said.
People will forget what you did.**

“

**People will forget what you said.
People will forget what you did.
But people will never forget how
you made them feel.**

Maya Angelou

“

**The strength of an
organisation comes from its
stories and traditions ...**



**The strength of an
organisation comes from its
stories and traditions ...
but the future of an
organisation rests in its
relevance and innovation.**

— Work Wellbeing book, McCrindle & Fell

Let's connect!



Ashley Fell
Social Researcher
Trends Expert

