



keynote

Generation Alpha Decoded: What They Want, How They Work And *why it matters*

The Alpha Generation, as
employees and consumers, **are**
affecting your business.

Who Are The Alpha Generation?

What do they want? How do they consume?
What kind of employees are they?

Get insights into the power and preferences of **society's most prolific generation** - the generation born to 'fix the world'.

Tap into the **potential** of these digital natives who are **highly creative**, are **lifelong learners** and for whom **personal values matter** in the workplace.

The Alpha generation come from a world of mass-customisation. The 'Me-We' generation are different to any other...



Please come ready to ask questions and engage



Our aim is to get you thinking, feeling and behaving differently



You will leave with practical, doable tips and tools