



ROYAL AUSTRALIAN AIR FORCE

TRANSFORMING

**AIR POWER**

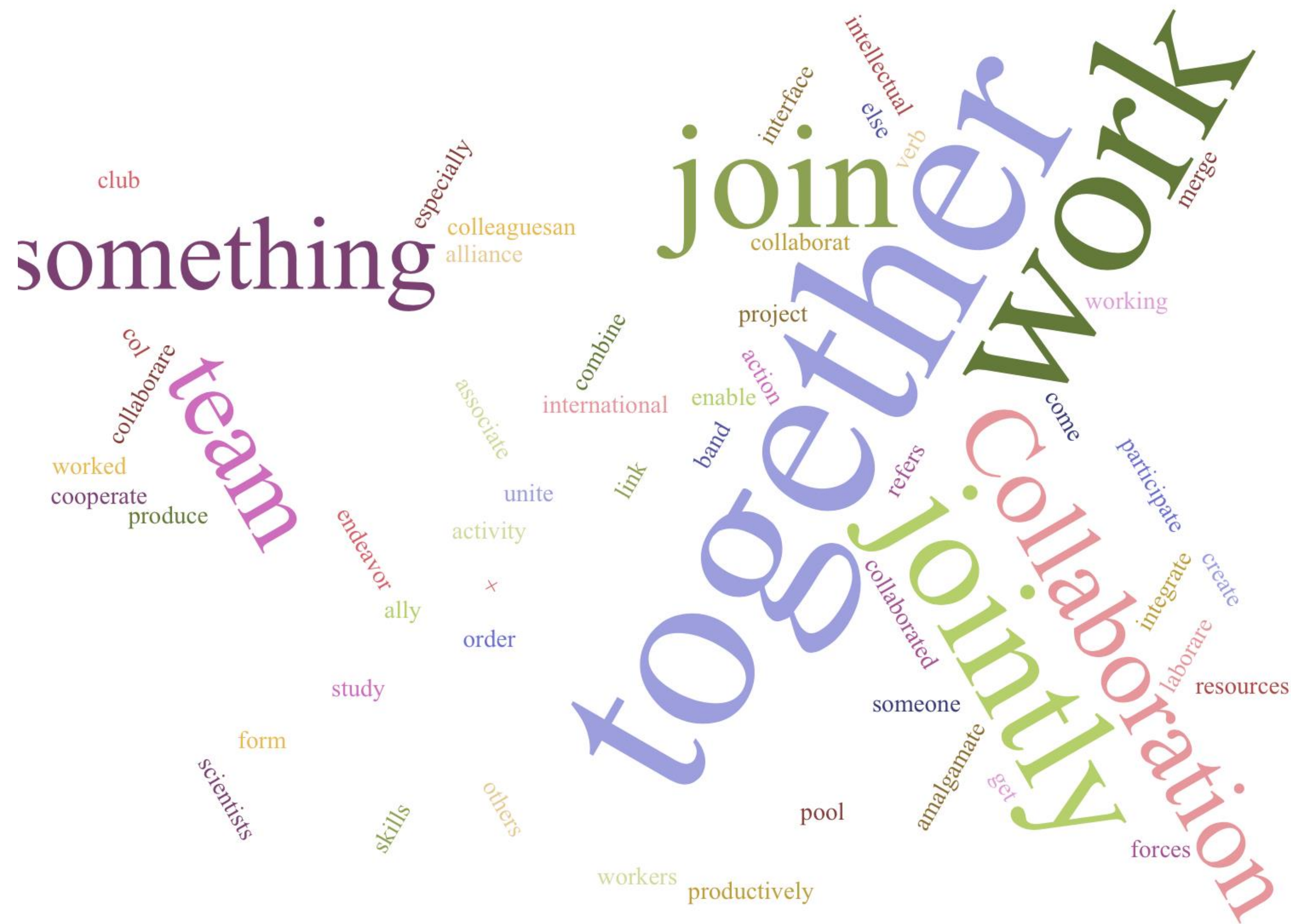
THROUGH PARTNERSHIP
























**AND INNOVATION**

**MAJOR GENERAL NATASHA FOX**

**Head People Capability**

DEFENCE & AEROSPACE INDUSTRY CONFERENCE - 25 FEBRUARY 2019



CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
	 <p>We prefer proper English if you please</p> <p>Born: &lt; 1946 Age: 73+</p>	 <p>Be cool Peace Groovy Way out</p> <p>Born: 1946-1964 Age: 54-72</p>	 <p>Dude Ace Rad As if Wicked</p> <p>Born: 1965-1979 Age: 39-53</p>	 <p>Bling Funky Doh Foshizz Whassup?</p> <p>Born: 1980-1994 Age: 24-38</p>	 <p>idk Legit Squad Totes Whateus</p> <p>Born: 1995-2009 Age: 9-23</p>	 <p>Lit Fam Hundo Yas RN Lel</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)

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