



G E O F F B R A I L E Y

SOCIAL RESEARCHER

TEAM CULTURE ANALYST

Lead Solution Designer

Social researcher.

Geoff Brailey

Geoff Brailey is a social researcher, strategic advisor and Lead Solution Designer at the internationally recognised McCrindle. With graduate qualifications in leadership and extensive experience in managing people and culture studies, Geoff excels in understanding and communicating how organisations can effectively engage diverse and intergenerational teams.

From his experience in solving business problems using research, Geoff has assisted organisations to identify new target markets and improve engagement levels with staff, donors and customers. As Lead Solution Designer at McCrindle, Geoff regularly develops strategic recommendations that guide CEOs, business leaders, and principals to communicate the trends and shape the culture.

Geoff integrates research statistics with visualised storytelling in his highly engaging presentations. He has presented to organisations across sectors including education, aged care, real estate, government and not-for-profit. As a gifted communicator and passionate researcher, his experience ranges from speaking to large audiences, board rooms briefings and executive-level strategic workshops. Geoff brings positivity, curiosity and strategic insights from the latest trends impacting Australia, and his presentations provide practical ways to respond to trends at an organisational and individual level.



Sydney
WATER

"The results that Geoff presented helped us to clearly identify the most important landscapes, and enabled the Sydney Water Executive to focus further effort on the important few that will drive future strategy."

— Sydney Water

Keynote and workshop topics.



Leading teams in changing times

Developing emerging leaders and managing multi-generational teams.

Engaging with today's students, Generation Z

How educators can teach and engage the next generation.

Future proofing organisations through DESTEL Enviroscan strategic workshops

Guiding leaders to identify the trends that will impact their organisation.

Recruiting, retaining and training diverse generations

Inspiring staff and teams towards engagement.

Mentoring and leading the next generation

How to develop leadership within teams and individuals.

Using demographics and data to drive organisational outcomes

The power of research to drive strategy and change.



"Geoff's presentation was fantastic! He has a great way in drawing the audience in with subtle messaging and exciting and funny insights. He was well received."

— Sydney Hills Business Chamber

Get in touch.

Phone +61 2 8824 3422

Email info@mccrindle.com.au

Website mccrindle.com.au

Address Suite 105 Solent Circuit,
Norwest, NSW 2153



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