

The Alpha generation at a glance



Categories

Birth	From 2010	Leadership style	Inspirational
Social markers	Trump/ Brexit (2016)	Ideal leader	Co-creator
Iconic cars	Autonomous vehicles	Learning style	Virtual
Iconic toys	Fidget spinner	Influence/ Advice	Chatbots
Musical devices	Smart speakers	Marketing	In situ (in real time)

Source: McCrindle.