



**Next-Gen Consulting
and Strategic Support**

Next Generation Impact: Where Youth Insights Drive Business Success

While companies perfect sustainability strategies,
young stakeholders are rewriting the rules ...

The next generation isn't coming.

They are already here.

Gen Z: Your Most Powerful Stakeholders

Gen Z isn't just another demographic shift. They're a force that's fundamentally reshaping how business creates value, builds trust, and drives impact.

1.2 bn

Young People

27%

of the Workforce

\$450 bn

In purchasing power

This is a generation that doesn't just buy products – they buy into purpose. They don't just choose employers – they choose allies in creating change. And when companies fail to meet their expectations? Social media ensures everyone knows about it.



A person is holding a large, hand-drawn sign on a piece of cardboard. The sign has the words "PROFIT OVER PEOPLE" written on it. "PROFIT" is written in large, bold, black letters, while "OVER PEOPLE" is written in smaller, green letters. The background is a blurred crowd of people, suggesting a protest or public demonstration.

We've Passed the Tipping Point

The evidence is stark:

- Young consumers abandon brands when actions don't match promises
- Top talent rejects employers who can't demonstrate authentic impact
- Traditional youth programs fail to deliver measurable impact

The gap between corporate intention and youth expectation is growing daily.

It's time for a radical rethink.

Forget everything you know about youth engagement. The old playbook is dead.

Stop wasting resources on outdated youth advisory boards, surface-level market research, and one-off engagement programs. **Start driving measurable returns through authentic youth partnership. We'll show you how.**

Learn more from our ground-breaking [research on corporate-youth partnerships.](#)

Enter Social Shifters.

A new type of strategic support that combines global youth networks, sustainability expertise, and business strategy to help companies thrive in a youth-driven market.

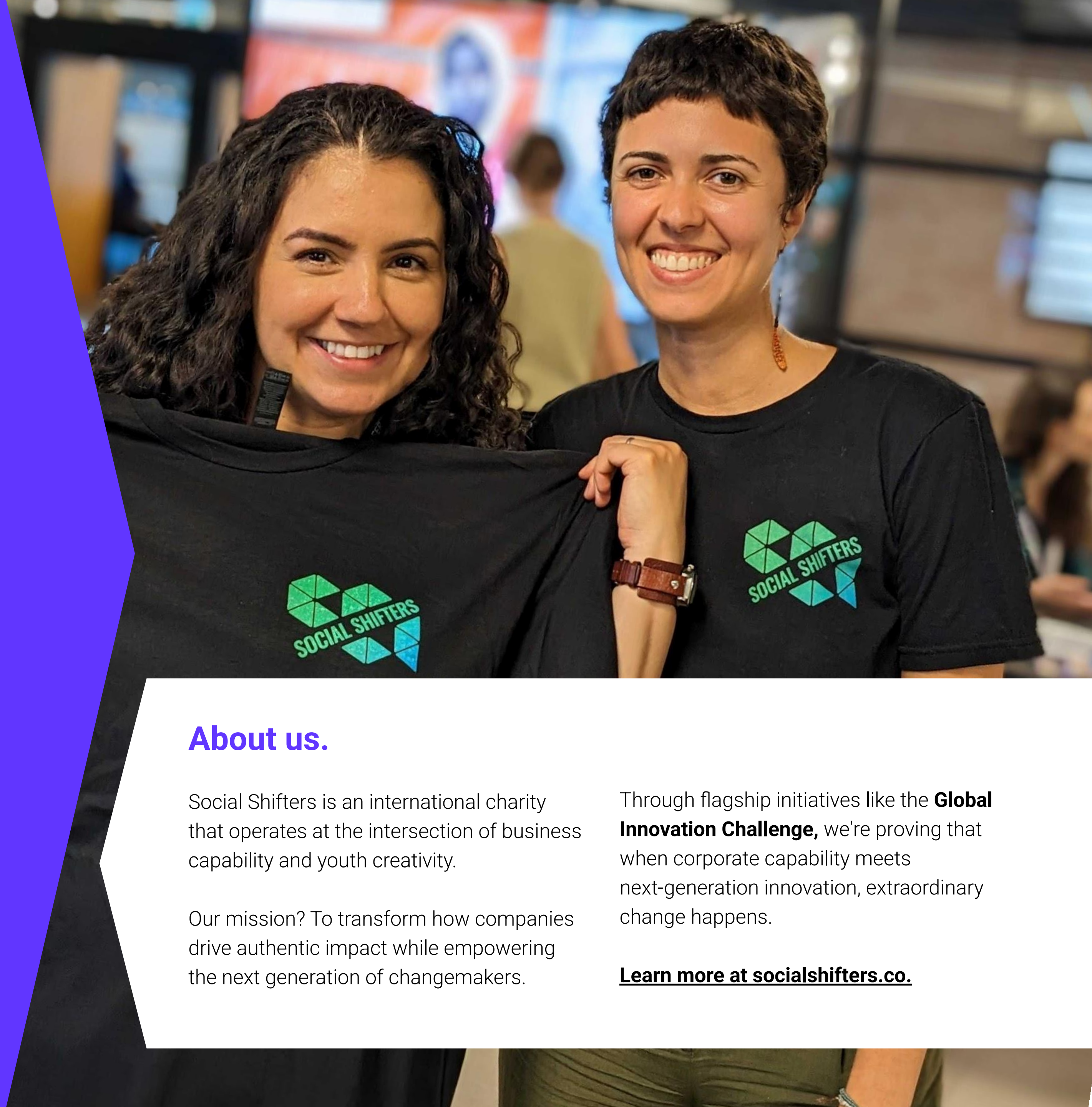
As a global youth charity with deep youth engagement and sustainability expertise, we bring something unique to the table.

- Direct access to authentic youth voices worldwide
- Battle-tested practitioner and consultancy expertise
- Proven tools and techniques to create lasting change
- Measurement systems that prove real impact

Transform how you:

- Convert youth insights into market leadership
- Build talent pipelines that drive innovation
- Create sustainability programs that deliver measurable value
- Turn social impact into competitive advantage

It's time to be part of the social shift.



About us.

Social Shifters is an international charity that operates at the intersection of business capability and youth creativity.

Our mission? To transform how companies drive authentic impact while empowering the next generation of changemakers.

Through flagship initiatives like the **Global Innovation Challenge**, we're proving that when corporate capability meets next-generation innovation, extraordinary change happens.

[Learn more at socialshifters.co.](https://socialshifters.co)

Case Study



From Youth Insight to Impact: The Gilead Sciences Story

When a leading biopharmaceutical company wanted to revolutionize their approach to promoting health equity, they turned to Social Shifters to transform youth engagement into measurable impact.

Working with Gilead's team, we combined strategic analysis, youth-led innovation, and our charity delivery model to address critical healthcare challenges in developing markets.



Our partnership delivered:

- **Strategic review of 5 years of Gilead's open innovation initiatives**
- **Evidence-based white paper and youth engagement framework**
- **Global Health Equity Challenge reaching 2M young people**
- **395 youth-led healthcare solutions developed**

The result? A scalable model for youth-powered innovation that advances both corporate mission and societal impact.

**Years of experimentation.
Thousands of insights.
A proven global network.**

**Three new services to
transform your company.**

1 Strategic Youth Integration

2 Youth Insight & Market Intelligence

3 Impact Design & Measurement

1.

Strategic Youth Integration

Transform Youth Voice into Competitive Advantage.

Your competitors rely on outdated youth advisory boards. Our model embeds youth insights directly into business strategy.

We help you:

- **Assess current youth engagement effectiveness**
- **Design integrated youth feedback mechanisms**
- **Build youth-powered innovation processes**
- **Create cross-generational initiatives that drive results**
- **Convert youth perspectives into market opportunities**

Our approach transforms how youth voice shapes your sustainability strategy, innovation processes, organizational culture, and program design.





Youth Insight & Intelligence

2.

Stop Guessing What Young People Think. Know.

Market research gives you data. Focus groups give you feedback. We give you the real, raw, unfiltered truth about how young people think, feel, and act on sustainability.

Through our global network of youth changemakers and research insights you get:

- **Early warning systems for emerging trends**
- **Deep insight into conscious consumer behavior**
- **Direct feedback on your sustainability initiatives**
- **Strategic foresight on market shifts**
- **Authentic stories of impact and change**

This is about actionable intelligence that drives real business decisions.

3.

Impact Design & Measurement

Finally. Youth Programs That Actually Work.

Stop counting outputs. Start measuring outcomes. Move beyond vanity metrics to real impact measurement.

We help you:

- **Design initiatives that young people actually want**
- **Create measurement frameworks that capture true impact**
- **Build evaluation evidence that satisfies stakeholders**
- **Show how youth engagement leads to business value**
- **Scale what works, fix what doesn't**

This is the difference between showing you care and proving you matter.



Our Next-Gen Consulting Model

We're not about hierarchies and rigid teams. We're about bringing together the exact right minds for your challenge.

Three Powerful Networks. One integrated solution.

Youth Changemaker Movement

Our core community of 100,000+ young people from 160 countries are the activists, innovators, and leaders already shaping tomorrow.

- Direct access to authentic youth voice
- Unfiltered insights into emerging trends
- Fresh perspectives that challenge assumptions
- Real-time feedback on what works
- The power to mobilize youth audiences

Raw Truth. Fresh Perspectives. Real Impact

International Practitioner Network

The frontline innovators from pioneering youth organizations worldwide. People who've spent decades turning bold ideas into proven programs.

- Know-how to ignite youth participation
- Proven success reaching millions globally
- Expertise born from field experience
- Champions of grassroots movements
- Veterans of youth-led transformation

Beyond Theory. Battle-Tested Experience.

Expert Consultancy Panel

Senior minds who've helped global companies and international charities make data driven decisions and navigate transformation.

- Veterans of global sustainability
- Pioneers of impact measurement
- Architects of cross-sector innovation
- Masters in evidence-based research
- Designers of breakthrough programs

Strategic Wisdom. Practical Tools. Proven Results.

Decoding Tomorrow's STEM Talent: The Sthree Story

When a global STEM recruitment leader, Sthree plc, needed to understand the next generation of talent, they partnered with Social Shifters to deliver groundbreaking insights.

We designed and executed the world's largest study of young STEM professionals, creating a comprehensive view of what drives tomorrow's innovators and how this is shaping future STEM careers.

Our partnership delivered:

- **Global research spanning key STEM sectors and markets**
- **Deep insights into Gen Z career motivations and values**
- **Strategic intelligence for diversity and inclusion initiatives**
- **Data-driven framework for purpose-led talent attraction**

This landmark study exemplifies our approach: combining rigorous research methodology with unparalleled youth access to deliver actionable intelligence that drives business strategy.



How We Work

We provide strategic support that makes youth engagement simple but powerful.

1. Understand Your Challenge

We dive deep into your specific needs and ambitions.

2. Assemble Your Dream Team

We bring together the perfect mix of authenticity and expertise.

3. Drive Real Transformation

Our networks and actionable insights become part of your journey.

This is connecting you to the people and perspectives that will transform how youth engagement delivers business value.



Why This Model Matters

Traditional consulting delivers reports. We deliver results by connecting you directly to authentic voices and proven expertise – with **100% of profits funding global youth development programs.**

Choose impact-driven consulting: your investment transforms your business while empowering the next generation of changemakers.

Traditional consultancies give you:

- Cookie-cutter solutions
- Junior teams doing senior work
- Theoretical frameworks without practical experience
- Outside-in analysis of youth perspectives

Social Shifters gives you:

- Custom-built teams for your specific challenge
- Direct access to authentic youth voice
- Real-world expertise that's solved similar problems
- Practical tools that have proven their worth



What it Means for Your Business

The companies that thrive in the next decade won't just adapt to young stakeholders' expectations, they will embrace them.

Every day you delay another competitor moves ahead, more young talent walks away, and the trust gap grows wider.

The time to act is now.

Market Leadership

Don't just respond to change. Create it.

- Spot market shifts before competitors
- Turn youth insights into innovation
- Build next-gen brand loyalty
- Lead industry sustainability standards

Talent Magnetism

Win the war for young talent.

- Attract and retain top talent
- Build tomorrow's leadership pipeline
- Transform workplace culture
- Boost employee engagement

ESG Excellence

Beyond ratings to real impact.

- Deliver measurable youth outcomes
- Show concrete SDG contributions
- Tell powerful impact stories
- Set new ESG benchmarks

Risk Protection

Turn threats into opportunities.

- Detect risks before they emerge
- Transform criticism to collaboration
- Build resilient stakeholder bonds
- Convert challenges to advantages

Featured Research

The Social Shift Study

The World's Largest Study of Youth-Led Impact

2,500+ changemakers. Six continents. Five groundbreaking white papers revealing how the next generation is reimagining business and society.

Beyond Traditional Research

When most organizations study youth engagement, they look through a narrow lens. We went deeper – connecting directly with young leaders in 120+ countries who are already driving extraordinary environmental and social impact.

Key Research Themes

- Corporate-Youth Innovation Partnerships
- Next-Generation Leadership Capabilities
- Technology & Social Impact
- Global Youth Innovation
- The Future of Social Investment

Join the First Wave

The first annual global benchmark on youth-led social innovation launches later in 2025. Limited partnership opportunities are available for visionary companies ready to lead the social shift.

Learn more at research.socialshifters.co



Don't Just Take Our Word For It



Social Shifters' work on youth innovation and corporate sustainability is among the most insightful I've encountered. Their research into youth-driven sustainability transformation offers a crucial roadmap for companies trying to navigate this shift.



LIZ GEBHARD

Former GM, Global Strategy and Operations



What sets Social Shifters apart is their genuine commitment to youth-led change. As a charitable organization reinvesting in youth development, they bring an authenticity and purpose to their work that resonates deeply with next-generation stakeholders.



NEIL FLEMING

Director, Financial Inclusion



Social Shifters' deep understanding of youth-driven sustainability trends is exceptional. Their insights into how young stakeholders are reshaping business expectations have been invaluable in helping us think differently about our future strategy and programs.



JENNIFER BEASON

Global Director, Impact Entrepreneurship, CSR



Join the Companies Leading Real Change

We are a trusted partner to visionary companies that are transforming how business drives social impact. **Be part of the Social Shift.**





Your Next Move Matters

The youth engagement challenge isn't going away, but the window for getting ahead of it is closing.

What Happens Next?

Book your Discovery Call:

Schedule a 15-minute call: socialshifters.co/call

Email: partnership@socialshifters.co

1

Discovery Call (15 Mins)

Let's explore your specific challenges and opportunities.
No pitch. Pure value.

2

Custom Program Design

We'll create a tailored proposal based on your needs. Clear deliverables. Measurable outcomes. Defined timeline.

3

Launch Your Impact

Hit the ground running with immediate access to our networks and expertise.



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