
BARRIE BRAMLEY

tomorrowtoday

Detailed Bio

I am an expert in the New World of Work and Social Business. I research and speak around attracting and retaining talent; social media and its impact on how we communicate and engage with each other; and generational theory and how different value systems impact the way we do business.

I am a founder of TomorrowToday, a company that researches trends relating to 'the New World of Work'. I am an entrepreneur, reflected in the multiple projects I've been involved in starting, from social media to sports marketing. I'm often described as 'a creative' and am often used in think tanks and strategy sessions as a resource.



I was born in Johannesburg, South Africa, and moved to Durban in 1993 after taking up a position at a large Youth Development NGO. I am a founder of the International Youth Development Centre, a project that specialized in recruiting young adults from countries outside of South Africa and placing them in community development projects in and around Durban. I was instrumental in developing a National High School Development Project for one of South Africa's largest Youth Agencies. Since stepping out of the non-profit NGO world I have worked in a variety of industries and companies.

Having moved back to 'Jozi', I head up TomorrowToday's Talent Development Project. TomorrowToday is convinced that discovering, attracting and retaining 'Bright Young Things' is one of the next BIG challenges business is going to have to find solutions for, and I am ideally positioned to significantly contribute to this global conversation.

I'm a 'social software' activist, working with organisations to help them understand this phenomenon, and how it can be used to enhance the environment to create a more authentic conversations between people.

I'm most proud of being a dad to 2 beautiful daughters.

Introduction Paragraph

Our next speaker is a creative and strategic thinker with bundles of enthusiasm and an amazing ability to help teams and individuals think differently. He is a founding partner of TomorrowToday, where he consults with individuals and companies, assisting them to discover and develop their 'Bright Young Things'. Barrie speaks to well over 100 companies and organisations every year globally, and he can be mostly found in Johannesburg. Please welcome Barrie Bramley.

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