

TOP 10 **BUSINESS TRENDS** THAT WILL DRIVE **SUCCESS** IN 2016

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Originally presented by Ian Altman, Forbes.com contributor

IMF sees SA growth at a dismal pace

Lender cuts this year's estimate to just 0.7%

Wiseman Khuzwayo

IF THERE was still any doubt that the wheels had come off the economy, it was shattered yesterday by the International Monetary Fund (IMF) cutting

SA GDP Year-on-year 1%

6

China adapts to 'new normal'

Roy Cokayne

China's economy slows down

Bloomberg News
Beijing

CHINA'S economy slowed in December, capping the weakest quarter of growth since the 2009 global recession, as the Communist leadership grapples with a transition to consumer-led expansion.

Industrial production, retail sales and fixed-asset investment all slowed at the end of the year, while gross domestic product (GDP) rose 6.8 percent in the fourth quarter from a year earlier. Full-year growth of 6.9 percent, the least since 1990, was in line with the government's target of about 7 percent.

Policymakers must weigh the need for further monetary easing with the risk it will

spur more weakness in the yuan and additional capital outflows. Arguing against a rise in services, which became the biggest component of the economy for the first time, cushioned the slowdown and underpinned employment.

Kenneth Courtis, a former Asia vice-chairman at Goldman Sachs and the chairman of Starfort Holdings, said this year "will be another challenging year as the old capital-intensive, highly levered industrial sector continues to be placed under severe strain".

"But we remain constructive on the outlook for the period ahead," he said, citing steady job gains and retail sales that were rising faster

than GDP.

Industrial production posted one of the weakest gains in the past quarter century, increasing 5.9 percent in December from a year earlier, compared with a 6 percent median estimate of analysts and November's 6.2 percent.

Retail sales increased 11.1 percent from a year earlier, compared with the 11.3 percent projected by economists. Fixed-asset investment excluding rural areas expanded 10 percent last year, the slowest pace since 2000.

The Shanghai composite index closed 3.2 percent higher as the data fuelled speculation of increased stimulus and industrial shares rallied on prospects of state-fund buying.

Global forecast is cut to 3.4%

THE INTERNATIONAL Monetary Fund (IMF) cut its global growth forecasts for the third time in less than a year yesterday, as new figures from Beijing showed that the Chinese economy grew at its slowest rate in a quarter of a century last year.

To back its forecasts, the IMF cited a sharp slowdown in Chinese trade and weak

It said policymakers should consider ways to bolster short-term demand.

The updated World Economic Outlook forecasts came as global financial markets have been roiled by worries over China's slowdown - confirmed by official Chinese data yesterday - and by plunging

Oil market oversupply looms

GLOBAL oil markets could "drown in oversupply", sending prices even lower as demand growth slows and Iran revives exports with the end of sanctions, according to the International Energy Agency (IEA).

The IEA trimmed this year's estimates for global oil demand as China's economic expansion weakens and raised forecasts for supplies outside the Opec group of oil-producing countries. While non-Opec supply is set to drop by 600 000 barrels a day this year, Iran's comeback could fill that gap by the middle of the year.

As a result, world markets may be left with a surplus of 1.5 million barrels a day in the

first half. "While the pace of stock-building eases in the second half of the year as supply from non-Opec producers falls, unless something changes, the oil market could drown in oversupplied economies."

Oil sank to a 12-year low of less than \$28 (R470) a barrel in London on Monday as the removal of international sanctions at the weekend freed Iran to revive crude exports, threatening to swell a glut created by fellow Opec members and US shale drillers. Saudi Arabia said it would not relent in its strategy to preserve market share even as prices crashed. - Bloomberg



The third annual China-Africa Dialogue, held at the Human Sciences Research Council in Pretoria, focused on the 'new normal' of the People's Republic of China. Page 16



**Wondering what makes
leading companies**

SUCCESSFUL
?

A photograph of a couple sitting on a wooden park bench, seen from behind. They are holding hands and raising them above their heads. The background is a lush green park with trees. The text '1) Top Performing Companies Will Focus On' is in white, and 'Connecting Customers' is in white on a green background.

1) Top Performing Companies Will Focus On
Connecting Customers

A hand holding a black smartphone over a light-colored wooden table. In the background, there are salt and pepper shakers on the table. The scene is brightly lit, likely from a window.

Connecting Customers

**BECAUSE WE ARE IN A
CONN**E**CTION
ECONOMY**

The 'connection economy' rewards value created by

building relationships &
creating connections



Successful companies seek to connect



buyer
to
seller

consumer
to
content



**is the largest
“taxi” company**
yet they own no vehicles
and excel at connecting
riders with drivers.



**is the largest
provider of
accommodations**
yet they own no
real estate



**is the largest
media company**
yet they create
no content

If you want to build something that
stands the test of time, connect your
customers to each other and to
valuable resources that extend
beyond the sale

Going beyond 'Industrialism'...






2) Smart Businesses Will Shift
From Complaining About To
Embracing Millennials

80. ***million*** millennials

largest customer and employee segment
largest business owner segment



“The reason companies must start embracing Millennials instead of rejecting them is simple; Boomers will be forced to retire soon. ***This leadership exodus will leave a leadership gap like we’ve never seen before.*** Since Generation X is much smaller demographically than Millennials, who do you think will be the dominant force competing for those positions? Millennials.”

Brad Szollose
Author of Liquid Leadership and generational leadership
development expert



3) Innovative Organizations Will Invest In
Mentoring & Engagement
For Remote Employees

Top performing companies
will make a commitment to
electronic tools
to teach, monitor, and even
mentor team members

This also means meeting your
customers and employees where
they want to find you!

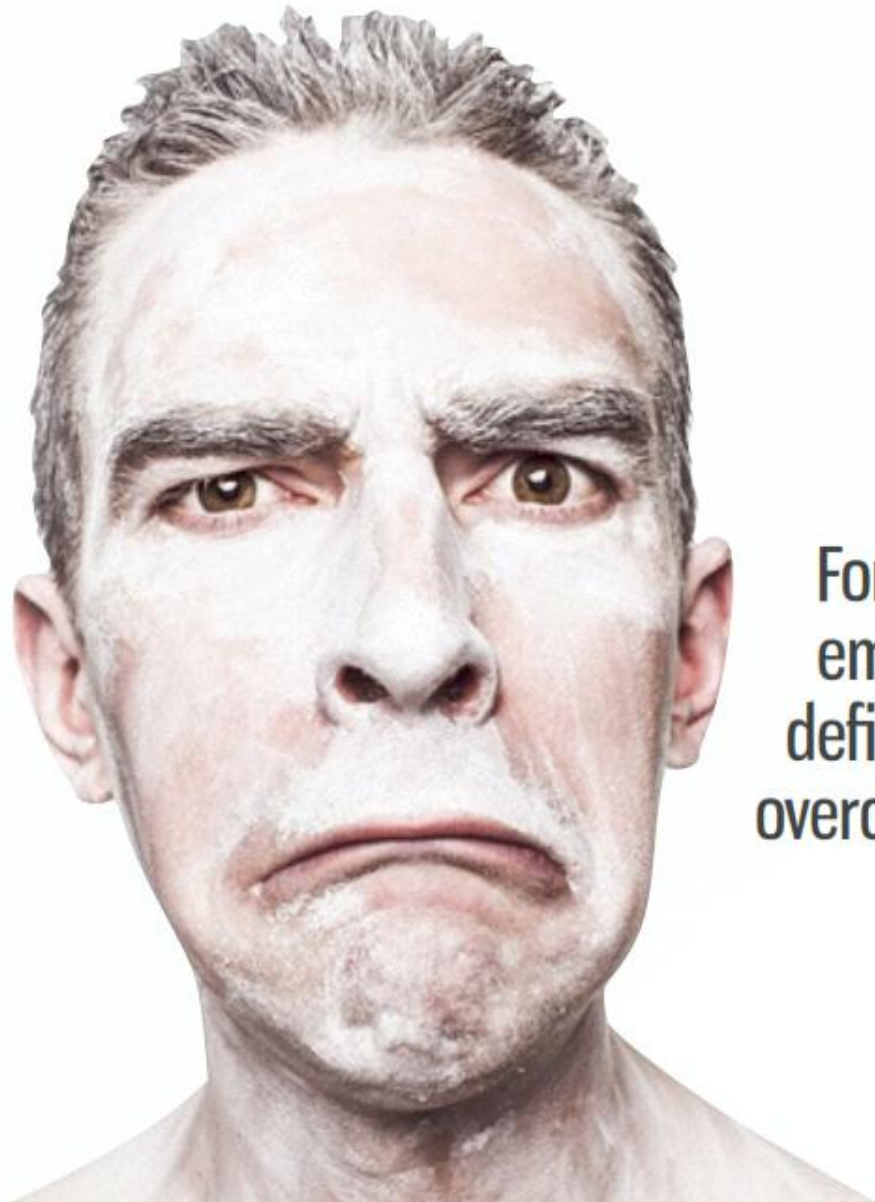


A photograph of two women in an office setting, viewed from the side. They are seated at desks with multiple computer monitors. The woman in the foreground is looking at a monitor displaying a web application. The background is slightly blurred, showing other office equipment like a telephone and a mug. The text is overlaid on the right side of the image.

lead to more engaged employees, and will help to improve recruitment of millennials who tend to value skills development.

A person wearing a light blue long-sleeved shirt is sitting at a dark brown wooden desk. They are holding a pen and writing in an open white notebook. The background is a solid orange color. The text is overlaid on the image, with the word 'Strengths' highlighted in a green box.

4) Top Businesses Will Focus on
Strengths - Based
More Than Remedial Leadership

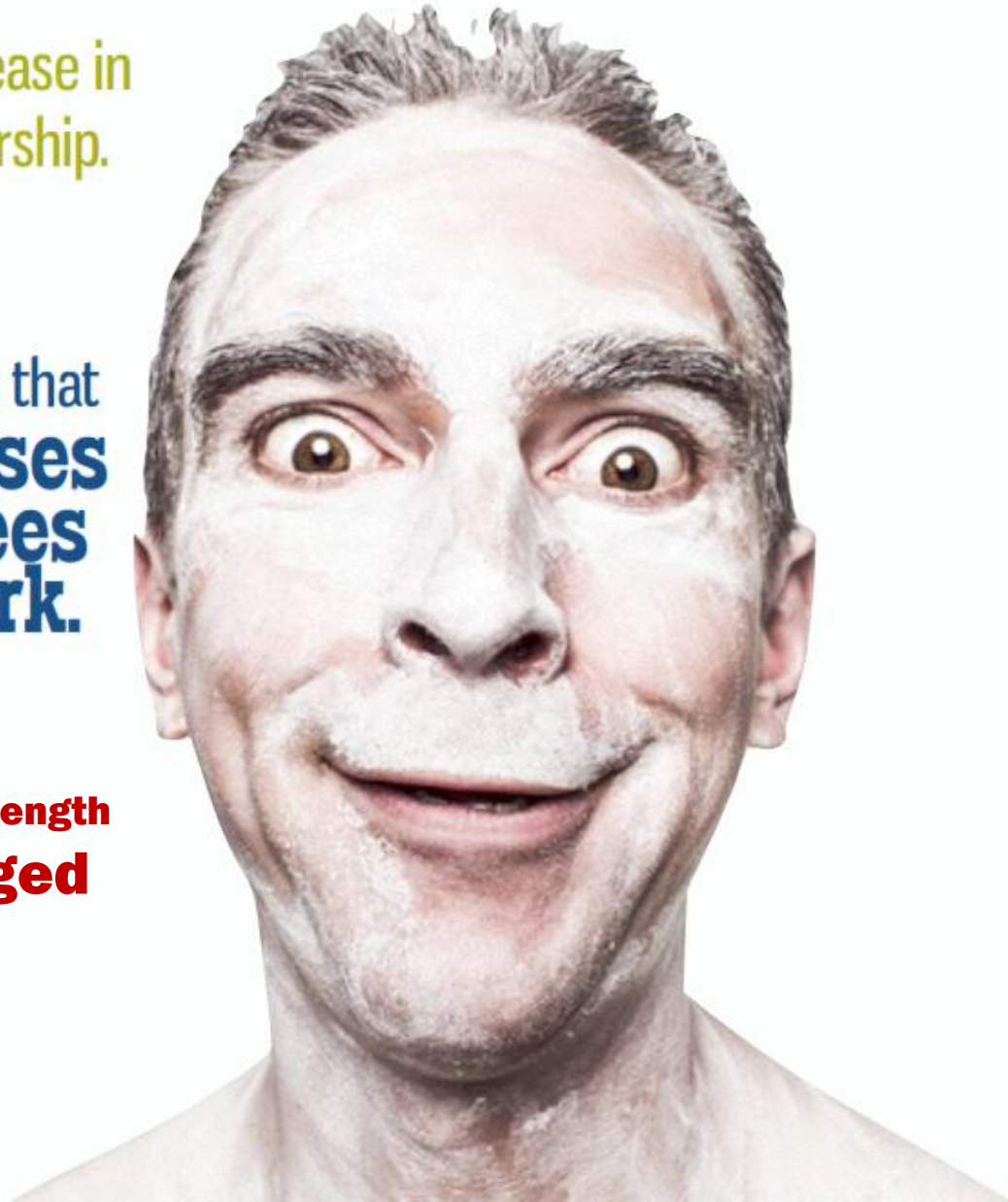


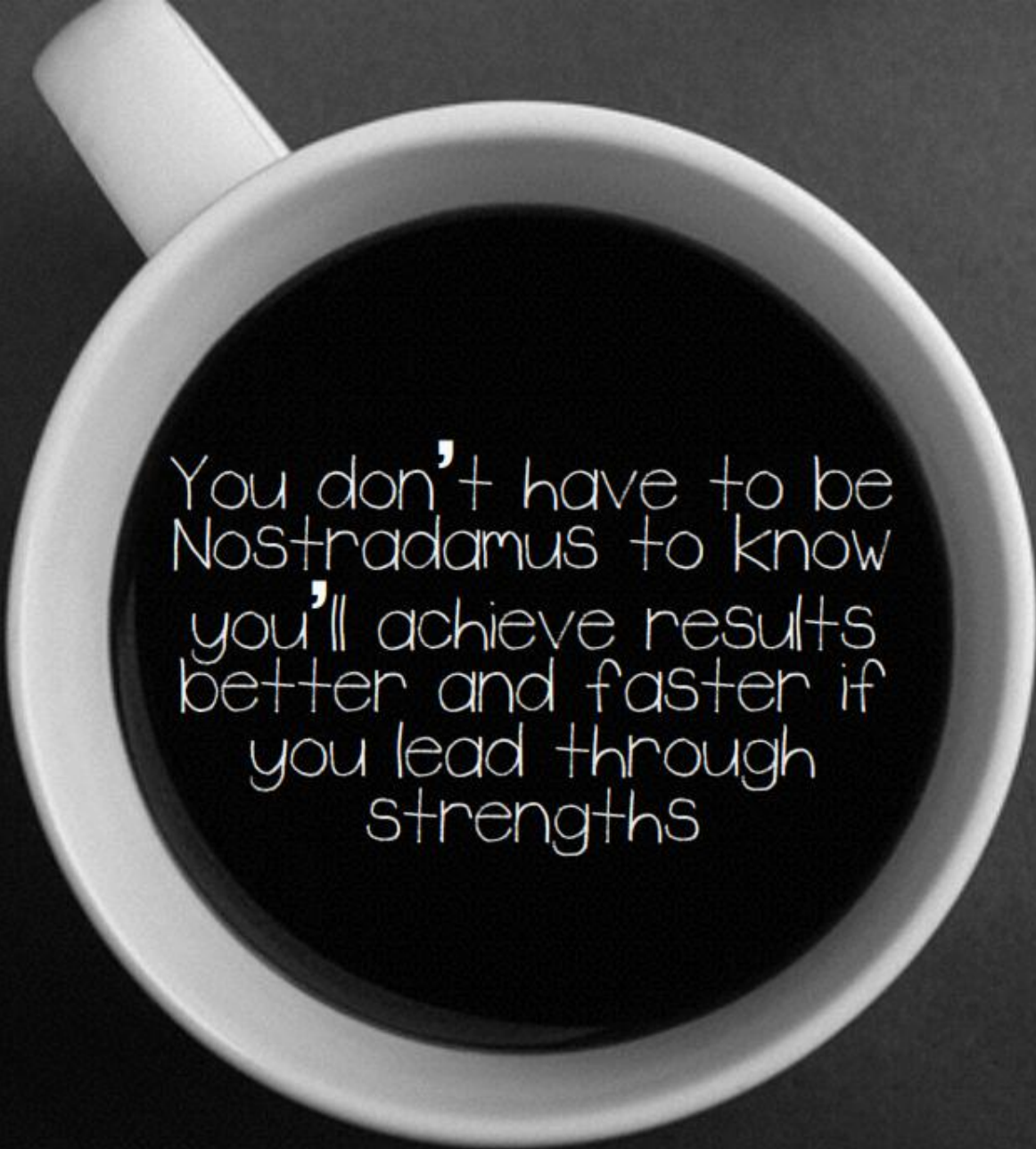
For years, the approach in employee reviews was to discuss deficiencies and help employees overcome their weaknesses.

In 2016, look for an increase in
Strengths-Based Leadership.

Gallup Research shows that
**productivity increases
21% when employees
are engaged at work.**

**Employees who work in their strength
zones are 6X more engaged
than their peers.**





You don't have to be
Nostradamus to know
you'll achieve results
better and faster if
you lead through
strengths

A busy city street scene, likely in London, with many pedestrians walking across a crosswalk. In the background, there are large, ornate buildings. A Union Jack flag is visible on the left, and a Starbucks logo is on the right. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A bright sun flare is visible in the upper right quadrant.

5) Commodity Products Will
Continue to See Margins Erode.

Services Will Extend Value



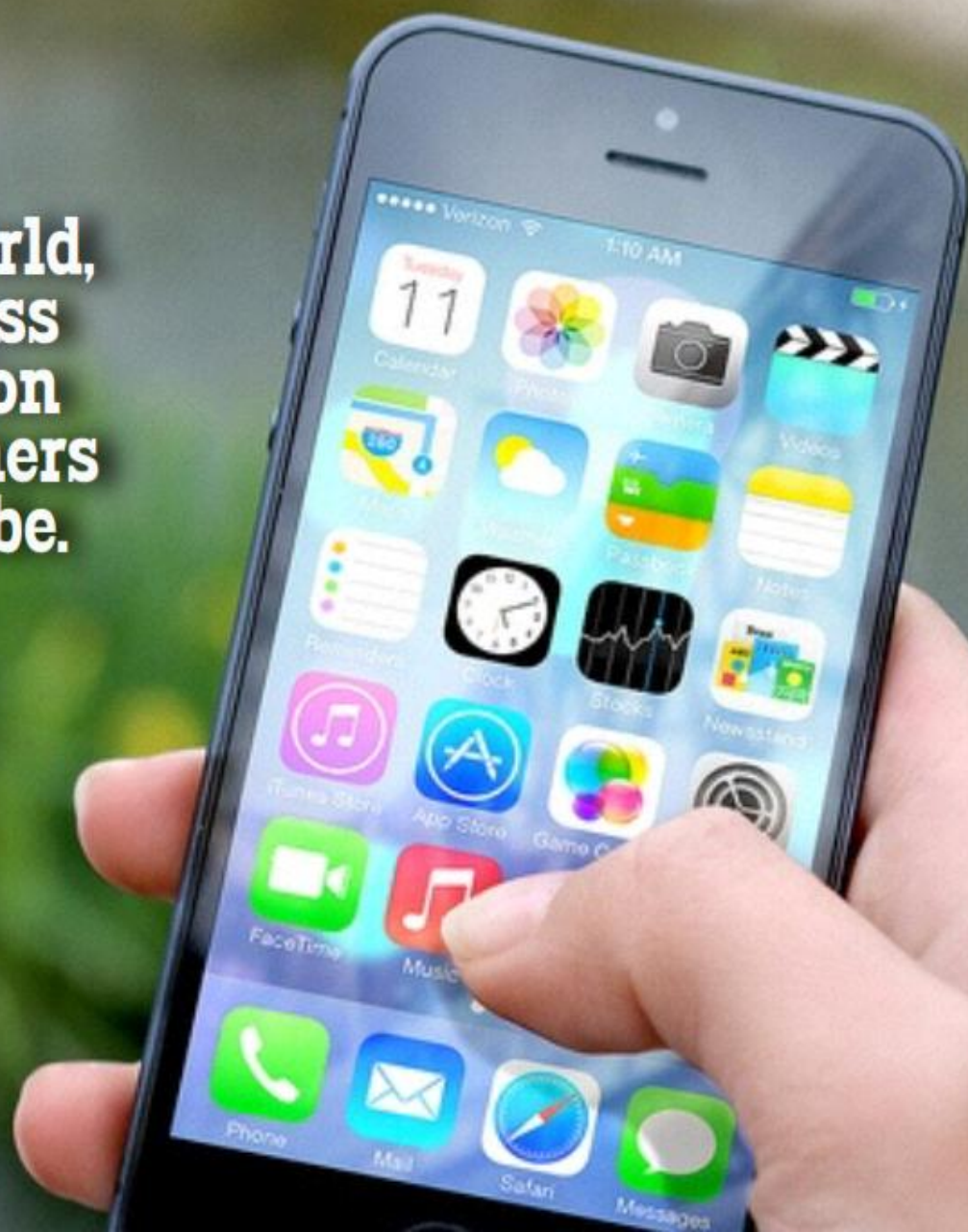
Top companies will differentiate based on
EXPERTISE AND SKILLS



Today, with almost no
financial investment,
you can sell your
expertise & talents

anywhere in the world.

**Anywhere in the world,
expand that business
online. Specialization
attracts ideal customers
from across the globe.**



A red, weathered metal sign with the word "NICHE" in large, faded letters. The sign is mounted on a wall, and the background is a blurred blue and white. The sign is the central focus of the image, with the quote overlaid on it.

**“The riches are in the
niches”**


Susan Friedmann

A man and a woman are sitting on a bright yellow, textured sofa in a modern office setting. The man, on the left, is wearing glasses and a blue shirt, and is writing on a notepad. The woman, on the right, is wearing a dark dress and is looking at a tablet. They are both looking at each other, suggesting a collaborative discussion. In the background, there is a large window with a grid pattern, and a large, modern lamp with a white shade is visible on the right. The overall atmosphere is professional and contemporary.

6) Leaders Will Invest in a Corporate Culture of
Customer Service To Grow Revenue



The fastest way to grow
your business is to
**NOT LOSE EXISTING
CUSTOMERS.**

A black and white photograph of a young man and woman smiling and embracing each other in a field. The woman is in the foreground, wearing a light-colored dress, and the man is behind her, wearing a light-colored t-shirt. They are both looking towards the camera with joyful expressions. The background is a soft-focus landscape with trees and a bright sky.

*Smart companies are starting
to embrace the notion that*

**CUSTOMER
EXPERIENCE AND
CUSTOMER SERVICE IS
THE NEW MARKETING**

A woman with long blonde hair is riding a bicycle on a paved path. The background shows a hazy, mountainous landscape under a clear sky. The entire image has a light green tint.

*Invest in a big way on
customer experience*

*Customers will pay a bit more
for an incredible experience.*

7) Leading Companies Will Measure &
Deliver Results Not Just Solutions



**Top performing companies will invest
in an approach to ensure success of
each project for each customer.**

Leading to high
customer satisfaction,
and repeat and referral
business.



A person with blonde hair, wearing a black tank top and dark shorts, is climbing an indoor rock wall. The wall is composed of large, light-colored panels with a grid of small holes. Various colored climbing holds (red, blue, white) are attached to the wall. Large, orange, geometric shapes (pyramids, prisms) are also attached to the wall. A large, orange, spherical object with a black logo is hanging from the wall. The person is positioned near the bottom of the frame, reaching up to a hold. The background is a plain, light-colored wall.

8) Creative Businesses Will Introduce
Fun and Games to Engage
Customers and Employees

If you recognize that Millennials are the largest segment of consumers and employees, then we better figure out how to *capture and retain attention*.



A top-down view of a dark desk with various office supplies. In the top left, a portion of a silver laptop is visible. In the center, a stack of white, lined notebooks is open, with a black pen resting on the top page. To the right of the notebooks is a green ruler with white markings. Further right is a red folder or binder. In the top right corner, a silver paperclip is visible.

9) The Best Companies Will
Tightly Integrate

Content Marketing
Into Their Sales Process

Smart companies will
integrate impartial
content to support
customer decisions.

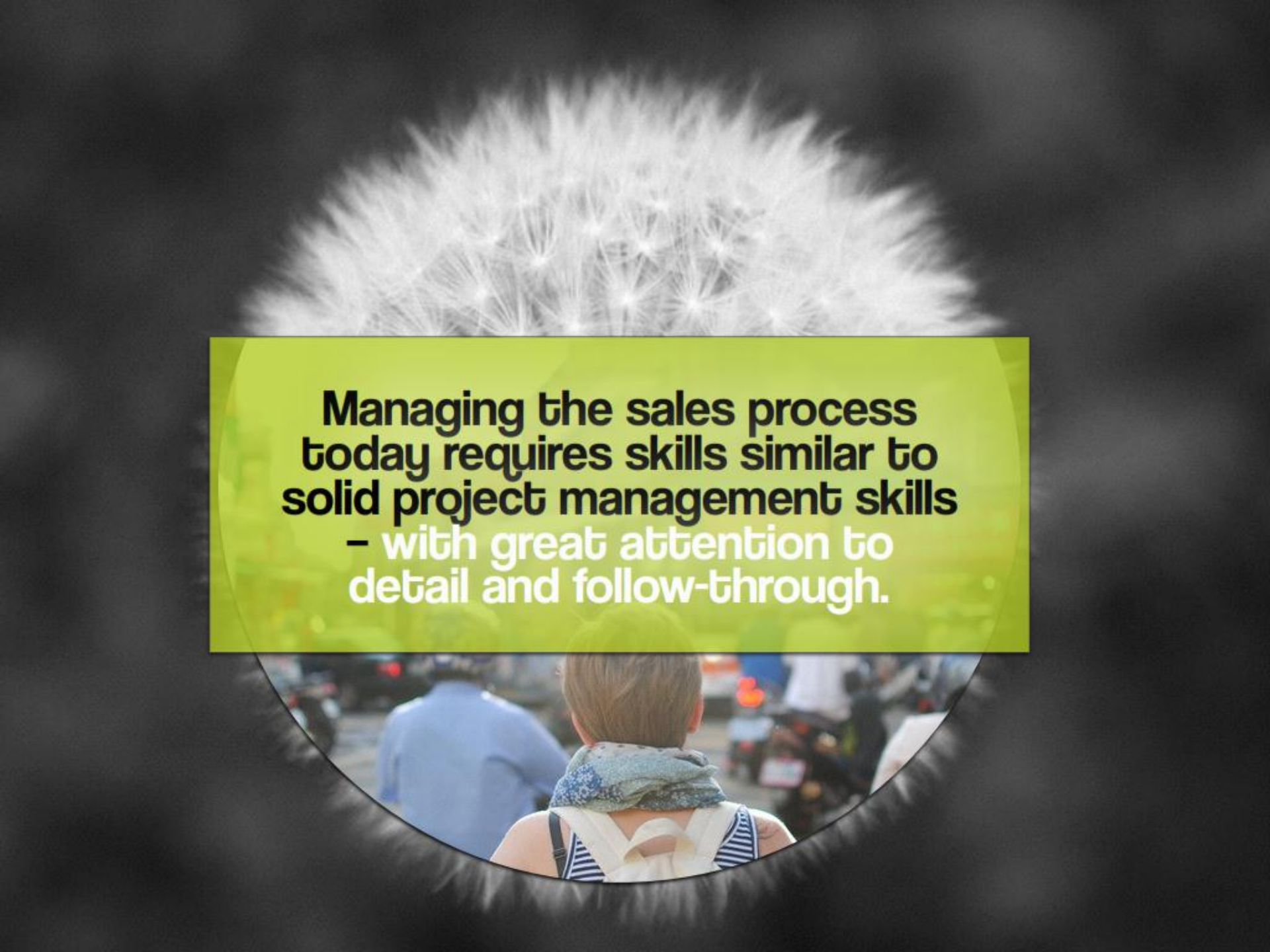
Not only sharing where
you are the best fit, but
also acknowledging
where you are not.



A man with a beard, wearing a blue suit, white shirt, and dark tie, is buttoning his jacket. The background is a plain, light gray.

10) Rapid Growth Companies
Will Invest in Developing
“Selling/Solving”
Skills for Non-Salespeople

**Skills that help their experts
manage the process to help their
clients solve more challenges**



**Managing the sales process
today requires skills similar to
solid project management skills
– with great attention to
detail and follow-through.**

thank you

