

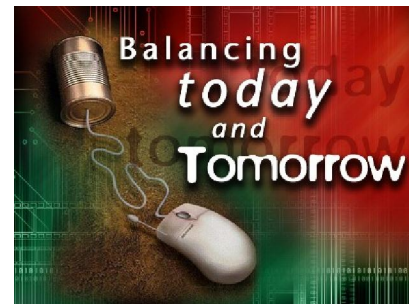
## Tomorrow Today.biz – Core Presentations

- Balancing Today and Tomorrow
- Mind the Gap
- Bright Young Things
- Savvy Leadership
- Innovation UnManagement
- Organising the Future
- World of Women
- Enneagram

### Balancing Today and Tomorrow

Understanding the realities of living in the tipping point between the information era and the emerging "connection economy".

The key question this presentation aims to answer is: what is the basis of competitive advantage in the 21st century?



In virtually every industry, the competitors are becoming indistinguishable on the basis of product or service. What a company sells is becoming less and less of a competitive advantage. Competing companies offer the same stuff at about the same price and quality, to the same people, delivering through similar channels and advertising in the same media using similar techniques. And they even swap staff every few years. Innovation is not the competitive edge it used to be either. Even if one company comes up with the industry's "next big thing", their competitors will copy it within a matter of days (without the R&D costs). Competitive advantage is therefore less and less about what a company sells, and more and more about who a company is, and how it sells. And this is not even to mention the massive strains placed on industries from globalisation, information technologies, convergence, deregulation, privatisation, the service-based economy, the blurring of industry boundaries, offshoring (global outsourcing of services), increasing diversity, increasing efficiency in global capital and money markets and the knowledge revolution.

The world is currently experiencing a massive economic shift, from the information economy, to a connection economy. No sooner had we managed to get our heads around the shift from the Industrial era to the Information age - now we are asked to do it all over again! Futurists and scenario planners spend many hours explaining (or guesstimating) what is about to happen, and economists might tell us how. But not many people are able to take us behind the scenes and explain WHY. That's what Balancing Today and Tomorrow does.

Throughout history, tipping points between eras have provided critical moments for gaining competitive advantage. Countries and kingdoms, let alone companies and people have risen and fallen dramatically in such turbulent times. Going right back to the first hunter-gatherer economies, we track the changes and change drivers that have driven history through the

agricultural era, the industrial, the information age - and now, the emotion/relationship/connection economy.

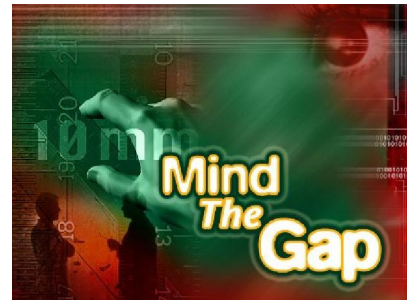
By tracing the history of economic transitions through five major economic epochs, this offering highlights the nature of moments of transition in history. It gives an easy-to-understand, yet profound framework for understanding how we arrived where we are, and shows what the road ahead might look like. This framework forms the basis of much of our thinking at TomorrowToday, as it explains why the Connection Economy is unfolding, and gives some guidance as to how we should respond.

Balancing Today and Tomorrow is a mind-blowing look at the future we are currently transitioning toward, and shows you the leadership qualities and keys to success in the new world. The rules of the game are being re-written. What we need today; are leaders to explore, discover and write the new charts of leadership into tomorrow.

## Mind the Gap

**Understanding why we don't understand the different generations - those people older and younger than ourselves**

This offering unpacks the concept of a "generation gap". A *generation* is defined as people born roughly at the same time, during the same era in history, and is usually about 20 years in duration. Due to the increasing speed of change in the last century, in all areas of life, from politics to media and technology to family values, and the influence of mass media that exposes us to cultures and value systems vastly different from our own, there have never been greater divides between different generations than there are now. Silents, Veterans, Boomers, Xers, Millennial kids - this presentation takes these somewhat familiar labels and provides a clear framework for understanding who they are, what they want and how to get the best out of them. This offering will assist participants to understand why they don't understand people older and younger than themselves, and develop strategies to bridge these gaps.



One of the most pressing needs in business today is the attraction and retention of talented staff - especially in people-focused businesses. Understanding the generation gap is essential to this, as is the ability to access the wisdom of the older generations.

Intergenerational conflict is not only something that happens between parents and their errant offspring. Recent cutting edge research is showing that a lot of uncomfortable personal relations happen in the workplace as a product of conflicting value systems of different generations interacting at work. In order to understand your staff; colleagues, and even customers, it is important to get an insight into their value systems. As companies start coming to grips with this concept they are experiencing a fundamental shift in paradigm in the way that they:

- Tailor-make their marketing strategies by speaking a values-based language that the different targeted segments understand

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- Change their staff-retention strategies to meet the differing needs of the different generations that work for them
- Change their client retention programmes to target the right strategy at the right customer group
- Manage customer care programmes by solving issues in ways that suit the client generational value profile.

This presentation will take you on a journey through the childhoods of the 20th century. Be prepared for a nostalgic walk through the past combined with insights that will help you understand the generations of the present, and even the world of the future.

The theory itself is deceptively simple: The era in which a person is born has a lasting influence on their value system. This is their "normal" - and everyone else's worldview is "weird". It is this lack of understanding of different generations that leads to much of the conflict in workplaces, mismatched marketing and the loss of the talented, bright young things.

The offering uses our standard "edutaining" approach, combining multimedia and humour with a relaxed style, to present a very serious message, focussing on an exploration of the eras from the 1930s to today, and how we can get the most out of each generation. It is based on years of research, sourced from different countries, and applied locally. In every country we present this offering, we do extensive work and research to link the underlying theory to the local situation. The amazing fact is that due to increasing globalisation over the past 100 years, most countries around the world have experienced similar forces at play at similar times, and these have had similar effects on the youth, producing similar value systems in different generations.

## Bright Young Things

**How to attract, retain, inspire, lead and get the best out of the next generation talented young customers and employees.**

Probably one of the biggest issues facing companies today is the management of their people. Especially of the new generation of talented young people entering the workplace as super-empowered employees, and entering the marketplace as cynical customers. This offering specifically targets organisations who need these bright young things (most companies do, although service-based and knowledge-dependent industries are currently feeling the most pain on this issue). It helps these organisations to understand them, attract them, retain them, motivate them, and get the best out of them.



We're in the midst of the greatest war for talent the world of work has ever seen. These young people know their value, don't want to pay their dues, and won't wait around for you to sort your systems out. You need to be thinking of new job functions related to them - HR is out, Talent Management is in. Ops Management is out, and Concierge is in ("how can we help you" is a phrase management now needs to direct to employees). They're asking some great questions

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about work-life balance - the questions may seem trivial, but they're important: "If I can take my work home, why can't I bring my family to work?", or "If I answer emails on a Saturday, why can't I go and watch movies on a Tuesday?"; as well as great questions about the work-worth balance: "can I be paid for my outputs, rather than inputs?", and "am I really making a difference?"

This offering will give great understanding about the new generation of employees and customers, and give specific guidelines and creative ideas on getting the edge in your industry. The presentation focuses attention on specific keys to success when working with Bright Young Things. These criteria are also an important checklist for the Bright Young Things themselves - to help them understand themselves, get the best out of their own careers, and ensure that they contribute as much as they possibly can in each environment they find themselves in.

The focus is on the interaction between the current generations of management and staff, and will greatly assist in interaction, motivation, team development and leadership within a multi-generational team. It is aimed at both leaders and employees, and is best done to a mixed audience of older and younger staff. It can also be a workshop.

Bright Young Things are part of a generation accustomed to living by new rules, including the assumption that risk and change are good for business, and that organizations should take a more open, flexible approach to management, communication and planning. They are at home with technology and mostly they want the freedom to be themselves. That is a tough ask for most companies who realize the importance of attracting and retaining their 'bright young things.' Understanding and making this transition is what TomorrowToday.biz loves doing...with you!

## Savvy Leadership

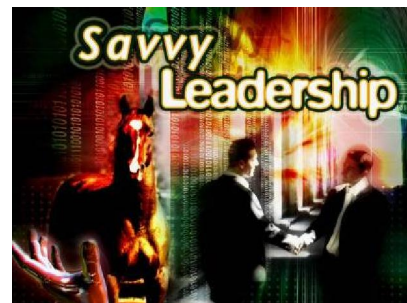
A new way of structuring organisations, to take best advantage of the "Connection Economy" principles we talk about in our other core frameworks.

Leadership is a focus for many companies. This is a product of the emerging era - a globalised, interconnected, relational, talent-focused, outputs-driven, ever-changing connection economy. Its also a requirement of the new generation of young people coming into our organisations and forcing

unprecedented levels of transparency, the shift away from the recent era of greed and unhealthy obsession with shareholder wealth above all and the need to find a way to leave a real legacy.

This presentation explores three essential areas (playgrounds) that leaders everywhere are compelled to explore if they are to provide effective leadership in the emerging Connection Economy. As with any playground there are attractive options, potential dangers, daring challenges, spoken and unspoken rules, tears and laughter, tribes and loners. Then of course there is the need to get along with the other inhabitants!

Laced with an engaging, and often light-hearted, storytelling theme, this presentation by TomorrowToday.biz's Director of Storytelling, **Keith Coats**, traces a path through each of the three playgrounds. Within each of these areas, helpful frameworks are offered which will enable leaders



to make sense of their context and navigate the turbulent cauldron that is contemporary leadership. The frameworks in turn lead to the discovery of practical outcomes and applications.

The three areas explored in the presentation are:

- What leaders need to see (the context - in business, this includes the emerging connection economy, the global and national economies, the industry, the company and the department the leaders is involved in)
- What leaders need to know (themselves, others, and the ability to be present in the moment of connection between people)
- What leaders need to be (storytellers - having the ability to articulate the context and the impact it has on people)

The presentation is available as a 1-2 hour keynote presentation, and will be especially effective on the main platform at conferences. Anyone who has seen a TomorrowToday.biz presentation will be familiar with the high tempo, edu-entertaining, multi-media style used. It can also be presented as a half- day or full-day workshop, allowing for more in-depth exploration of the respective frameworks. These are ideal as part of an 'out-the-office' team development process or for those in leadership development programmes.

## Innovation UnManagement

Helping you unleash innovation throughout your organisation, by creating a culture of innovation with supporting systems.

Innovation is the "religion" of the 21st century, yet so few companies actually manage to implement an effective innovation strategy. Companies that do not Innovate lose their competitive edge. When they lose their competitive edge, its only a matter of time before they stagnate and die. Companies that will survive and thrive in the 21st century are those that understand the need for Innovation, the process of Innovation and how to create a culture of Innovation.



Innovation UnManagement is a presentation that addresses these issues. Innovation and Creativity are carefully defined and a powerful case is given for why your Company must Innovate. Then the process of Innovation is outlined, specifically drawing on the idea that true Innovation most often begins on the fringes and not within the centralised structures of a business. Finally, the focus moves to creating a culture of Innovation within your organisation. Too many people think that Innovation is an event, or that a small group of green haired crazy people are responsible, or that only management is capable of (or allowed to) Innovate. Nothing could be further from the truth. In today's Connection Economy, everyone can Innovate - and everyone must be included in the process of Innovation if your business is to maximise the potential of your greatest asset: your people.

Where does your company look for Innovative ideas? Who are your Innovators? Does your company have a culture that will encourage new ideas and creativity? Do you understand and nurture the full Innovation process, including measuring and rewarding experimentation (and failure), creativity, adaptation, adoption, enabling, applauding, motivating, packaging, testing

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and refining (to name just a few steps in getting a crazy idea all the way to the market)? How can you create that culture? How can you maximise that for profitability and competitive advantage? These questions and their answers are the practical 'take-home' benefits of using this presentation.

As with all TomorrowToday.biz presentations, Innovation UnManagement is unpacked in an informal way, using multi-media images, video clips and music to supplement and enhance the challenging message it contains.

This may well prove to be the single most important presentation your company could use at this moment in the corporate world. Innovate or Die.

## Organising the Future

A new way of structuring organisations, to take best advantage of the "Connection Economy" principles we talk about in our other core frameworks.



This is one our most practical (and at the same time, most challenging) presentations, focusing attention on the structural and management context changes required to succeed in the emerging Connection Economy. However, instead of adding to the proliferation of prescriptive tools and normative techniques, we present (and workshop if required) a set of integrated ideas and conceptual frameworks that we believe provides a framework/mental map of the new corporate terrain. Its about "why" before its about "how" and "what" must change.

We track the development of the corporation over three major cycles, from the early 1800s when limited liability entities were founded in order to finance the growth of the machine age, through the divisionalised corporations of the bulk of the 20th century, and the excellence, efficiency and effectiveness drive (initiated in/by Japan) in recent decades.

We argue that we must go beyond (rather than abandoning) the methods of these organisational paradigms. The presentation focuses the spotlight on organisational changes that must take place in the connection economy. Historically, the contract between employer and employee involved an exchange of "loyalty for security". Today's rapidly changing business environment has made the promise of security a thing of the past. This has resulted in a growing lack of loyalty amongst employees in many companies today. A new contract is needed. This presentation offers a fresh and dynamic look at the elements required to write this new contract. It helps people understand the shift from a management context dominated by contract, constraint, compliance and control to one characterized by creating a spirit of belonging & trust, master & stretch, discipline & independence, and support & generosity.

This very practical framework can be applied at both corporate and individual levels.

## The World of Women

In the Connection Economy, the emotionally intelligent, empathetic and co-operative people and companies have a competitive advantage. Women must start to lead like women. And companies must actively take on more feminine values in their interactions with employees, customers and the environment



This offering is not just about women, or even only for women. It is about the emerging connection economy, in which feminine values are a critical competitive advantage for companies and individuals. Men and women alike will need to develop these skills in order to survive and thrive. In this offering, we track the historical changes that have led us to the connection economy and highlight the skills, attitudes and characteristics of those who will be successful. Of course, given the title of the presentation, we do place an emphasis on the role of women in this emerging economic reality.

In fact, the presentation begins by outlining the current state of the involvement of women in business, government and the marketplace. Accessing the very latest research from around the globe, we present a comprehensive picture of where you women find themselves. There is bad news and good news. The bad news is that things are not nearly as good as they should be: women account for less than 20% of decision-makers and leaders in most entities around the world. The good news is that things are moving in the right direction - even if they could be moving a little bit faster.

We think I want to show why it is imperative to keep moving at speed in the direction of including more women at every level of every organisation. We briefly trace the world's economic development right the way back to the hunter-gatherers. We show the progressive effect of different technologies, and how at critical moments, these forced radical adjustments in society, values, business and trade. We highlight the major eras, namely: hunter-gatherer, agrarian, industrial, information, and show that all signs indicate that we are currently transitioning through another radical shift.

What is emerging is a "connection economy", where relationships, emotional intelligence, co-operation, networking and "humanity" will quickly become the most important competencies in business. It is becoming increasingly difficult to differentiate yourself from your competitors on the basis of what you sell. Your products and services are sold to the same people at the same price and are of the same quality as everyone else's. More and more it is about who you are, and not so much about what you sell. In this environment, the key competitive advantage a company will have is its ability to attract, retain and nurture talented employees, and their ability to connect with each other and your clients.

The leadership characteristics required to make a success in this new reality are very much "feminine" characteristics. As we look at the workplace of today, and the emerging workplace of the future, women must understand the unique perspective they bring. Too many women try to succeed in the workplace by acting like men, and try to take men on at their own game - the power-based, competitive, testosterone-filled, dog-eat-dog, workaholic game. It's not that they can't compete - if they want to, they can. We argue its that they shouldn't compete. Rather, women should see their function as changing the workplace to exhibit more feminine

characteristics. This is the challenge that lies ahead for businesses - and it is one that they MUST understand and respond to. Today's generation of young employees and customers demand nothing less.

The presentation ends by looking at a number of applications and implications for the world of work. We look at leadership, and the fact that today's leaders need to go beyond "man" and "woman" and start to think from a gender perspective (or, to put it another way, all leaders should be able to access both male and female leadership qualities in order to be truly successful). We look at the issues of diversity and teamwork, and women's' contribution in the space. Of we ask why many women leave the workplace, especially those who moved up through the ranks to senior executive levels, and we show what companies can do in order to retain these women as well as allow them to step out for a time and successfully reintegrate later. The presentation also looks at issues of diversity and skills development.

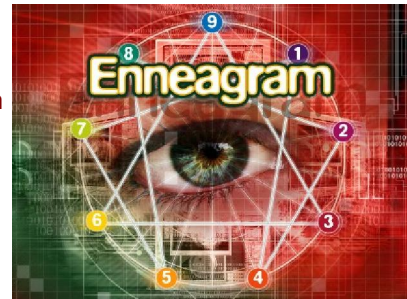
Depending on the needs of the client, we can also place an emphasis on issues of marketing, sales and a retail environment. We have done a lot of work on understanding the impact of different frameworks in the retail sector, including gender, generations and technology literacy.

Finally, we have a short word for men. Women have spent much of the past few decades re-imagining themselves, and adapting to a new environment. Men have not done this work - a lot of that is interior work. Men no longer have the choice - this must now be done. The message of this presentation is not just about women, nor is it only for women. It is about the characteristics of human beings who will succeed in the world of tomorrow. Women have a head start, but men are not excluded. In fact, they must not be excluded, since this new reality will impact everyone, in every industry.

## The Enneagram

A personality profiling tool that is amazingly useful in team development, leadership and sales contexts.

The Enneagram is an ancient personality type indicator, with nine different categories, numbered one to nine. Each "type" is governed by underlying needs and desires. This offering helps people to correctly identify their own "type" as well as to easily identify the types of other people around them. Unlike other more modern (and scientific) tools, you do not need to take a formal test to identify the types - they are obvious in behaviour and attitudes. Having understood your own type, and the types of others around you, this offering then offers practical assistance for inter-personal relationships, team development, motivation and behaviour change. It can also be applied in a sales environment.



There are many levels of complexity to the Enneagram – too many to outline in detail in this short summary, but nevertheless important for the reader to be aware of:

- Immature, Normal and Mature versions of each type are encountered.
- The types are a continuum – each individual is likely to be dominant in one type, but “tending” towards one or both of the types on either side (these are referred to as the “wings” in Enneagram literature)

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- The arrows indicated in the diagram below show the stress and security points that each type tends to under different conditions. The arrow is pointing in the direction of the positive or secure point (i.e. 4's security is in the 1, and 6's security is in the 9). The stress point is in the opposite direction (i.e. 1's stress point is in the 4, and 7's stress point is in the 1).
- Gender and culture can have an influence on how the types display in behaviour.