

## Let us be your strategic knowledge partner at your conference in 2010

*Your 2010 conference is going to be a good one. It has to be! Your company has emerged out of the chaos and turmoil of the 2009 economic crisis and you're expecting good things for the future. Everyone has to be focused, on the ball and giving more than ever before.*

Choosing the strategic inputs (speakers) at your conference is always an important decision. For 2010 it's critical. You can't afford to invite anyone who isn't going to add value to the message alignment you're planning. You're going to want people who are easy to work with, have years of experience, with a style that's both educational and entertaining. This year there's no place for anyone whose message is not going to be remembered and have an impact. Everything and everyone has to count!

That's why **TomorrowToday** must be an option you consider! We have a full time team of strategic speakers based in both South Africa and the United Kingdom. For the past 7 years, we've been researching some of businesses biggest challenges and packaging them into edutaining presentations and workshops with the express aim of helping you to ensure your company both survives and thrives into the future. Our team speaks at over 300 companies each year on most continents in the world. Our reputation speaks for itself and our content is freely available for you to look through before and after your conference. And what's more, we have a team of people who are available to meet with you and help you think through your options.

We'd like to offer you the following 3 presentations for Your Conference in 2010. Each of these strategic presentations is between 45 min to 90 min, with a workshop option available for your conference delegates to explore further should you so choose.

This brochure showcases **Barrie Bramley** in three key strategic areas. TomorrowToday, through **Keith Coats** has strategic presentations that focus on Leadership and Global trends. If you'd like more information around these two presentations, or Keith Coats, please use the contact details at the end of this document.



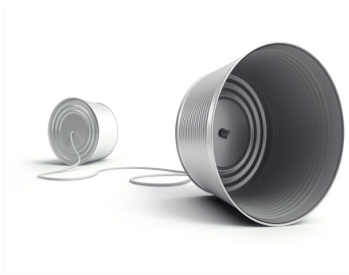
See the world through other people's eyes



## After Shock! – What happens after what comes next (**NEW**)

This presentation or workshop provides the context for the disruptive changes shaping the new world of work. In a turbulent world, it is more necessary than ever to have some means of anticipating what the future will be. Anticipating – and responding to – future customer demand, industry competition, legislative constraints, resource availability, labour supply, and all manner of other changes, is an absolutely critical task for every organisation everywhere. This framework will show you and your team how to do just that, by focusing on five key drivers of change: technology, institutional upheaval, changing demographics, the environment and shifting societal values. These are the TIDES of change!

It is a guaranteed paradigm shaker and conversation starter as you and your team develop your strategies for the next 3-5 years! Complete with relevant and interesting facts, case studies and multi-media clips, the content is drawn from our team's wide international experience and research. The content challenges commonly held assumptions about business and how the world works. Consequently, it invites strategic insights, understanding and discussion, and is laced with a practicality and a gently rebuking humour that keeps participants thoroughly engaged throughout.



## Beyond the Hype – How Web 2.0 is impacting today's young people, and how they're going to impact your business (**NEW**)

A new generation of young staff and clients have different expectations of work, management, how they will buy from you, and even how they communicate. The old idea of shouting your message – or he has the deepest pockets wins – has changed. What people want now is a way to engage with you. As customers they want websites that allow interaction – they want you to listen to them, not just shout messages at them. As staff, they use their computers (and mobile phones and Blackberries) not just for work, but as integral ways of managing their lives – and even as tools to help them take a break and refocus.



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## War of Two Wisdoms – Understanding the 'talent crisis' in a developing world context. (Updated)

Much is being written and talked about regarding a 'war for talent'. It's a very large challenge for business today. There is a crisis. In the developed world they're facing a numbers problem. Not enough generation Xers to replace retiring baby-boomers (take a look at any developed world demographic). In the developing world (our context) we have a severe shortage of skills in many key areas. Particularly those areas that we rely on to create value in our organisations.

Step away from demographics and you've got the dynamic of a changing workplace and changing worker engaging each other.

And if that wasn't enough we're exiting a significant economic crisis that's got us talking about a 'new normal' (whatever that is?).

This is the backdrop of TomorrowToday's updated strategic presentation exploring the nature of this challenge - A War of Two Wisdoms. Baby-Boomer wisdom has very successfully lead us to this point. Generation X wisdom will take us forward. The curious thing about wisdom is that it doesn't mean 'true' or 'right'. Prevailing wisdom is derived from the world view of those in charge. A changing world view (from Boomers to Xers) means a changing wisdom. Drawing from the latest research TomorrowToday is continually adding and updating our strategic view around this challenge.

A War of Two Wisdoms will assist you to better understand the nature of this challenge to enable you to find solutions and build strategies for the future.



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**Barrie Bramley** - Barrie is a founding partner of TomorrowToday, where he consults with individuals and companies, assisting them to understand what happens when a changing business environment meets a changing worker. Barrie speaks to well over 100 companies and organisations every year.

### Contact Details

For more information about these presentations, or to book Barrie for your next conference or event, please contact Jude Foulston on +27 (72) 8590412 or e-mail her at [jude@tomorrowtoday.co.za](mailto:jude@tomorrowtoday.co.za)

TomorrowToday's pricing includes travel, but excludes accomodation where necessary. Please contact Jude for more information.