



Good Morning, my name is Buhle Dlamini from South Africa, I am married to Stacey, who's a Canadian from Nova Scotia and we have 4 Children. I know some of you are thinking "married with 4 kids?" well our first child is 25, don't worry I didn't have her when I was 10, her name is Bijou, she's adopted, she was from Congo and was orphaned and a refugee in South Africa and we adopted her from a children's home in Johannesburg. Our second Child is Nhla-nhla, he 18 years old and looks a lot like me. He's my brother, my parents both died to HIV/Aids and we decided to adopt him, good thing is that he looks like me. Our third child is Trinity and she's 9 and my wife and I helped to make that one! Until recently I was concerned with having a fourth child, as Statistics say every fourth child born in the world is chinese (Joke). Our fourth child is Khaya and he's not chinese or my wife would have a lot of explaining to do (joke). That's my family.

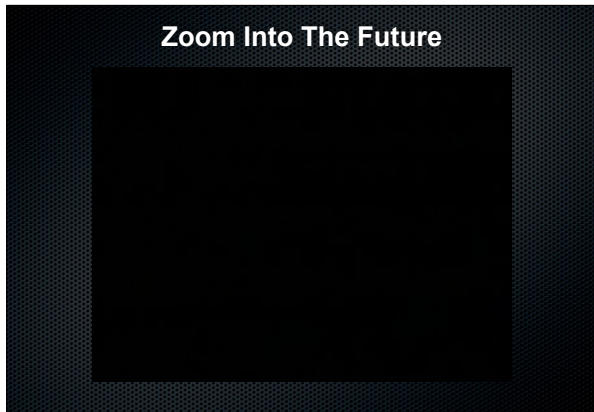


I start by talking about my family because it shows how things have changed. In South Africa it was illegal to have a family like mine in the apartheid years. But thankfully the world is changing. If the world is changing we've got to do things differently. Without change there is no moving forward, do you agree?



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My topic today is Owning The Future – How we can create the desired future in a changing world. What will it take to be the community of the future? Or for you to succeed in a changing world? What is it that we need to do today in order to own the future? So let's take a zoom into the future, are you ready?



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That's what happens to many of us, we don't want to look into the future because we don't know what we are going to find there.



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Unless we examine and plan for it in advance the future will catch us by surprise! The major changes in demographics, technology, leadership the future is already different from today. The future of business and individual success, will offer greater vulnerability coupled with increased opportunity.



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Like the founder of IBM in 1943 we can look at how things are now and make all our decisions based on the current and past information and lose out on what is possible or we can choose to look at the future and then make our decisions. Thomas Watson was right in 1943 because computers were the size of this room back then but can you imagine if IBM used that logic for planning for the future they wouldn't be here today.

**SHIFT
HAPPENS!**

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Shift Happens – Change Happens and if you are going to succeed going forward you've got to understand what has shifted and how it affects you and your organisation, town and community.

To Succeed In The Future– Anticipate The Changes And Craft Your Strategy Based On The Future.

Global Shift



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Globalisation of trade and Technological change

Economic Shift

The Agricultural sector
% of the workforce

- » 1820, 80%
- » 1900, 40%
- » 2000, 2%



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Entire industries have died and new ones born in the last 5 decades and in the last decade alone multiple industries have become major players that were a sidenote 2 decades before.

15 Years Ago There Were
no social networks.



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Technology is already shaping the future of things, what's normal and the norm is now determined by technologies that didn't exist 15 years ago.

The Future Is Already Here



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This is at Gatwick airport as this woman lands she quickly orders what she needs at home using her mobile phone and a virtual shopping centre on the wall, so that when she gets home the milk and bread would be delivered and waiting for her. This is no longer fiction or futuristic we're living with it.

Future Based Decisions

**To Succeed In The Future
Anticipate The Changes And
Craft Your Strategy Based
On The Future**


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My challenge as a speaker is that we get accused of being too much about hype and get people excited and their heads on the cloud and when they get home this happens (Video plays and the Skier crashes to the floor)

Keys To Owning The Future



5. Create The Future
4. Clarity Over Facts
3. Demolish The Status Quo
2. Understand The Changing World
1. Optimise Your Most Important Assets

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I don't want that to happen to you, here are a the keys to owning your future.



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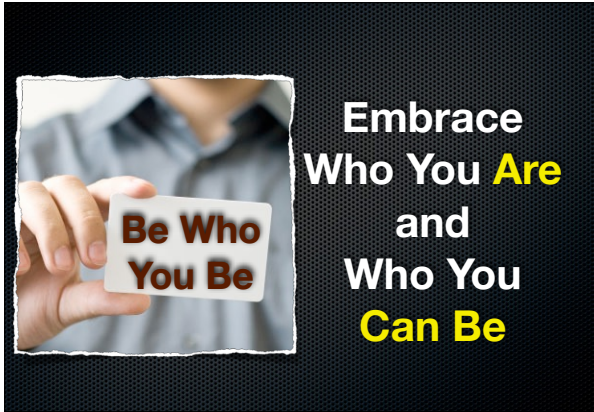
1. Optimise Your Most Important Asset

The key to owning your future is knowing and optimising your important assets. What is that makes you unique and how you can optimise it to succeed.



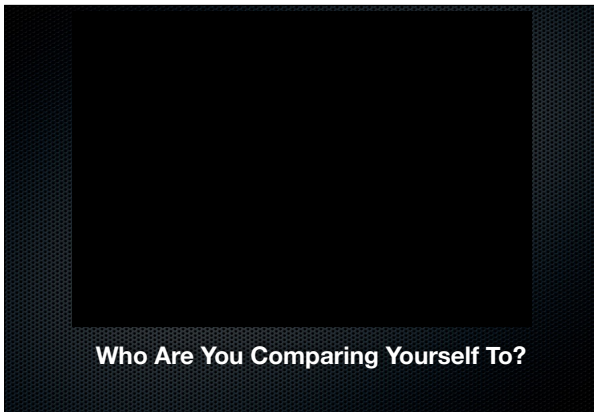
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In other words, you need to Be Who You Be! The African American slang that really says more than meets the eye. Be Who You Be MAAAAAAAAN!



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"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment."
Ralph Waldo Emerson

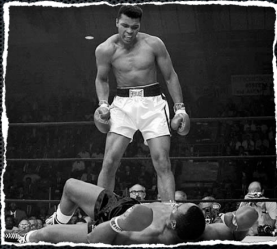


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If we spend too much time comparing ourselves to others, we fail to see the greatness in us. I know this because when I was young I won an award at school and I didn't want to go on the stage the next day to receive it because of my shoes that were torn. When I told my grandmother she spoke to my grandfather and he gave me his special shoes, but they were too big for me. My grandmother got some newspapers and stuffed them in the front of the shoes and I tried them on, I was so embarrassed and feeling sorry for myself and my grandmother said "stop feeling sorry for yourself, remember it's you who's going to be on that stage tomorrow and not all the people you're comparing yourself too." Be who you be Man! Stop comparing yourself to others.

Choose Greatness

"I Am The
Greatest,
I said that even
before I knew I
was."



Muhammad Ali

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Greatness is a choice. Mahumad Ali told himself he was the greatest even before winning one title! Believe in yourself, believe in your town and municipality, believe in your greatness before others see it in you.

Self-
Awareness Is
Key To
Owning Your
Future



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The great story about a small tribe in South Africa that did just that. At the turn of the century, in the early 1900's the Bafokeng Nation sent young men to the mines so that they could buy and have deeds to their ancestral land. When they had the deeds the Apartheid laws of 1948 meant that Black people couldn't own land so they entrusted their deeds to the white missionaries in their land. Later Platinum deposits were discovered in their land and mining companies started mining in the early 70's. When South Africa became a democratic country the Bafokeng claimed back their land and the mining companies had to pay them for all the years they mined their land. They became billionaires but what's inspiring the world about this nation is that they have improved the lives of their people in the 13 villages that make up their Nation. They built a state of the art schools, a world class stadium and roads and services for all their villages. When you know what you have and optimise it you own the future



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The world is changing and to own the future our communities and municipalities will need to understand and connect to the changing world around us.

Worldviews

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We all have a worldview, a way we see the world, just like lenses. These are formed by where and when we grew up as these shape our view of the world. By the time we are 10 our values about what's normal and weird are well entrenched.



Silent Generation

Boomers



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The first worldview is a generational one. We need to get a handle on the changing generational demographics. **In the US for the next 15 years, 10,000 people per day will turn 65 years old,** and (presumably) retire shortly thereafter. Here in Canada, the Baby Boomers, are also retiring at an ever increasing rate and often leaving a huge gap because of skills shortage in our economy. Countries like Italy will have to get about 2 million young immigrants a year for the next few years to keep their productivity.

Generation X



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Generation Xers easily bored, love change and now more of them have to grapple with being the new baby boomers and take the lead and many are not interested in the task.



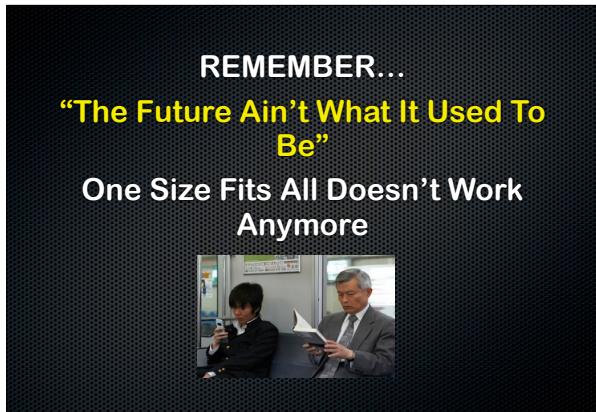
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This generation is diverse, globally connected and very demanding. Technology is important to them and to keep them you have to engage them online. The biggest decider now is whether you have internet connection or not, if not they are moving to where they can plug into their online life support. Technological infrastructure is key to keeping and engaging this generation.



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Cultural Intelligence is keys to succeed in the changing global landscape. You need to become culturally sensitive and understanding to attract the key skills that your community will require to grow. Becoming a culturally welcoming community will mean the difference between growth and insignificance.



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3. Demolish The Status Quo

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Change is often difficult but Communities of the Future understand that to go forward you need to ditch the status quo. To Own the Future we have to change the way we work and do things.

Become Future Smart

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The Opposite
Of Smart Isn't
Dumb

Become Future Smart

The Opposite
Of Smart Is
Lazy



**“We’re all fundamentally lazy
because it’s easier to keep
doing things the way we’ve
always done them in the past
than to learn or invent new
ways.”**

- Richard Worzel

Doing What It Takes To Bring Change

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This movie is an excellent example of the doing what it takes to bring change and saving your community. In this fictional town of Ticklehead Newfoundland where they need economic activity for their town to survive.



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To own the future we need clarity over facts but often we are caught by surprise...



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How often does this happen to us, where we fail to see what we need to see before it's too late?

Seek Clarity Over Facts

"Knowledge Is Power But Information Is A Curse" - Richard Worzel

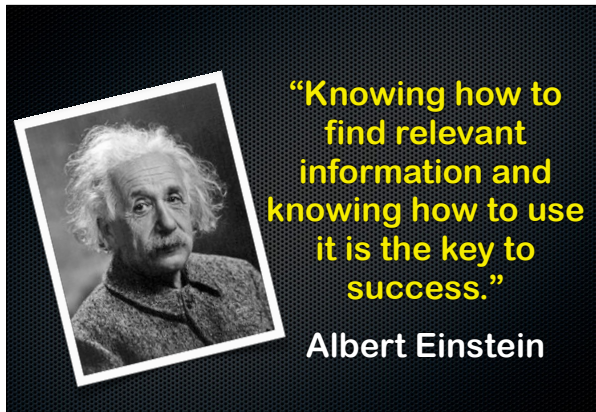


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You need to know what you need to know before you need to know it because by the time you need to know it and you don't, it's already too late.



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Albert Einstein captured it here.

5. Create The Desired Future

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To own the future we must take an active role in creating a desired future.

There is nothing like a
dream to **Create**
the future."

Victor Hugo

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Our future is determined by the choices we make regardless of where we've been or what resources we have right now. Don't let your past and your present limit your future. Dream a bigger future than your current circumstances will permit you, break beyond your current limits by dreaming of the future you desire.



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What's Your Excuse? Our past does not have to determine our future. When we grab the opportunities around us, we grow we become more!



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By going to my school library as a young boy when others didn't bother I seized an opportunity of a lifetime in a lifetime of that opportunity. All around us is opportunity, if we choose to open our eyes to it. Yes there are challenges all around but there are opportunities too. Choose to seize those opportunities today!

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**“The best way to predict the future is to
INVENT it” - Allan Kay**



My hope is that you will do what it takes to own the future, because you can and because you must. Be who you be Maaaaan!

I thank you!

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