

BUSINESSES' Big 5

There are many challenges business has faced in the last 15 years and there will be many more to face in the coming years. Here are the top five that businesses are facing today and will continue to face over the next five years.

- How is your business going to deal with **an increasingly unskilled and entitled workforce**, that will make up the majority of the workforce by 2020 in terms of number ?
- How is your business going to create a **distinction** for itself in an over-crowded market (this is different to a 'differentiator')
- How are is your business going to **add value** to your **ever-more demanding consumer**?
- The **Internet has killed the hype** about your **brand** (yours and your company's) so how are you going to remain authentic and in the forefront of market demands?
- How, in the face of change, is your business going to **stay nimble and adaptable**?

If you need help with managing any of these questions, contact me and I will gladly assist you!



Saffron Baggallay

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