

Trends and Evidence

Competition in the system of Globalisation is like 'Darwinism on steroids'.¹ Joseph Schumpeter, former Austrian Minister of Finance and Harvard Business School Professor notes that the essence of capitalism in our system of globalization is creative destruction – the perpetual cycle of destroying the old and less efficient products and services and replacing it with new, and more efficient ones.²

However, idea-based workers do well in globalisation – there is no limit to the number of idea-generated jobs in the world.³ But it is not enough anymore just to have brains and the talent, corporations are looking for a total picture. They won't put someone into a position unless they can see them as congruent with the company's image.⁴

Louis Pasteur – 'fortune favours the prepared mind'

There is only one message to success in the era of globalization: you have to constantly upgrade your skills. There will be plenty of good jobs out there in the flat world for people with the knowledge and the ideas to seize them which means that 'you actually want to become really adaptable. You want constantly to acquire new skills, knowledge, and expertise that enable you constantly to be able to create value.'⁵ The world needs our young people to be the generation of strategic optimists, the generation with more dreams than memories, the generation that wakes up each morning and not only imagines that things can be better but also acts on that imagination every day.⁶ That attitude is the key to success.

If the world operates as one big market, every employee will compete with every person anywhere in the world who is capable of doing the same job. There are lots of them and many of them are hungry.⁷ Remember that in China, when you are one in a million, there are 1300 others with the same talent, motivation and foresight as yourself. You are not competing in the Australian market anymore – you are competing in the global market.

We are moving from an economy and a society built on the logical, linear, computerlike capabilities of the information age to an economy and society built on the inventive, empathic, big-picture capabilities of what is rising in its stead – The Conceptual Age.⁸ One of the main concepts that shapes this new age involves the capacity to detect patterns and opportunities, the ability to empathise with others, to understand the subtleties of human interaction, to

¹ Thomas Friedman, *The Lexus and the Olive Tree: Understanding Globalisation*,

² Joseph Schumpeter, *Capitalism, Socialism, and Democracy*

³ Thomas Friedman, *The World is Flat: A Brief History of the 21st Century*

⁵ Thomas Friedman, *The World is Flat: A Brief History of the 21st Century*

⁶ Thomas Friedman, *The World is Flat: A Brief History of the 21st Century*

⁷ Andrew Grove, President of Intel Corp, in James Dale Davidson and Lord William Rees-Mogg, *The Sovereign Individual: Mastering the Transition to the Information Age*

⁸ Daniel Pink, *A Whole New Mind: Moving from the Information Age to the Conceptual Age*

find joy in one's self and to elicit it in others, and to stretch beyond the everyday ordinary in pursuit of purpose and meaning.⁹

Left brain directed thinking remains indispensable, but it is no longer sufficient for success in the Conceptual Age. What we need instead is a Whole New Mind.

'Society needs all kinds of skill that are not just cognitive; they're emotional, they're affectional'¹⁰ - Alvin Toffler, Futurist and Corporate Revolution Strategist

To survive in this age, individuals and organisations must examine what they are doing to earn a living and ask themselves three questions:¹¹

- 1 Can someone do it cheaper?
- 2 Can a computer do it faster?
- 3 Is what I am offering in demand in an age of abundance?

More happiness increases productivity and higher income. Enjoying the state of flow which comes from working on your calling rather than on a job per se, predicts Dr Seligman, will soon overtake material reward as the principal reason for working.¹²

'A musician must make music, an artist must paint, a poet must write, if he is to be ultimately at peace with himself'- Abraham Maslow

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⁹ Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

¹⁰ Alvin Toffler, The Third Wave

¹¹ Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

¹² Dr Martin Seligman, *Authentic Happiness*