



october 2010
newsletter

Editorial



I cannot believe that we are in the tenth month of the year. Time seems to pass by so fast and unless one learns to be clear about what is important and why you are doing things, you may find yourself exhausted, depressed and asking yourself what this is all about?

News and Artciles

[Is Social Media a Fad?](#)

Peter Drucker made the following statement: *“In a few hundred years, when the history of our time will be written from a long term perspective, it is likely that the most important event historians will see is not technology, not the internet, not e-commerce. It is an unprecedented change in the human condition. For the first time substantial and rapidly growing numbers of people have choices. For the first time, they will have to manage themselves. And society is totally unprepared for it...”*

[Facts from a Sanlam Employee Benefits Retirement Survey](#)

Throughout history, practically nobody had choices... Now suddenly a large number of people have choices. What is more, they will have more than one career, because the working life span of people is now close to 60 years – three times what it was in 1900”

Contact Information

Choices and the way we work are changing. It is important to try and stay in touch with what this means for the future world of work. I believe it will be more contracts driven than employment and that one will need skills, creativity, connections and be able to co-create and work on projects. My World of Work talk helps to engage with what these changes may be and how one needs to think more like an entrepreneur. If you are interested in this topic and have at least 10 -15 delegates, we can organize an internal workshop for your community or company.

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Social Media like Facebook, LinkedIn and Twitter have also changed the fabric of communication. Many individuals use these mediums to run business both locally and globally. Are you engaging with social media yet? Why not put yourself on a short one day course or ask a friend or family member to spend some time

showing you how to start the process. Joining and engaging in the Refirement Social Network would also be a great place to start. Learn to load photos, write blogs, interact and collaborate. If you have a vision for a business, this is a great place to start. Please just remember that one needs to build relationship first. Please do not just introduce your product without adding any other value. You will be ignored or deleted. This is a KEY LESSON around social media.

Enjoy this month. Spend some time in reflection and planning for 2011. Be clear about who you are and where you want to go.

Warm Regards

Lynda

