

***Vocational Strategy for the  
New Economic Reality***



***Garry McCure  
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***“Survivor  
Thriver  
Good to be Aliver”***

## Tonight – What To Expect:

- Uncertainty – the prevailing sentiment
- Actual Data – what is “really happening” out there?
- Industry & Occupation Projections
- What to do? Three Specific Recommendations

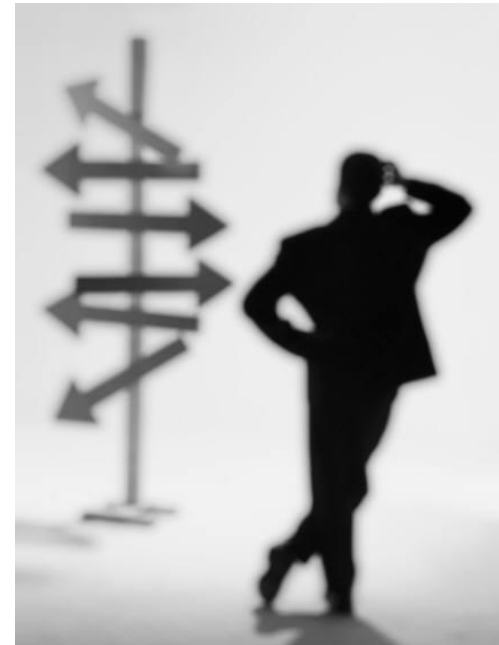
*We will feed and drink you!*

*Happy Days!*



# Employment Themes Today

- Difficult employment market
- Maybe more hurt to come
- Job uncertainty
- Personal networks still work
- Hang in there!



*How do you see the outlook for your own industry sector?*

## What this Means for People and Business

- Patchy Market Sentiment

*Who's negative, neutral, positive on the economy for next 2 years?*

- Margin & Cost Pressure

*Is Your Industry in under severe cost pressure?*

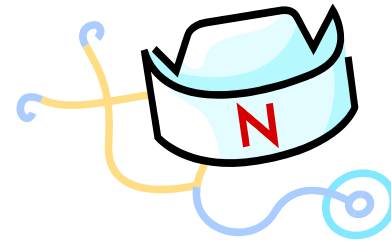
- Forecasting is very difficult
- Market Uncertainty = Personal Uncertainty
- Company Loyalty is dead
- “Motivational Theft” – Do you believe Govt & Media reports?



# What Are The Industries To Be In?

- Healthcare, aged care, medical...

*Would you buy a recruitment business?*



- ICT/Software...



- Mining/Resources?.. Only if you're in it already!

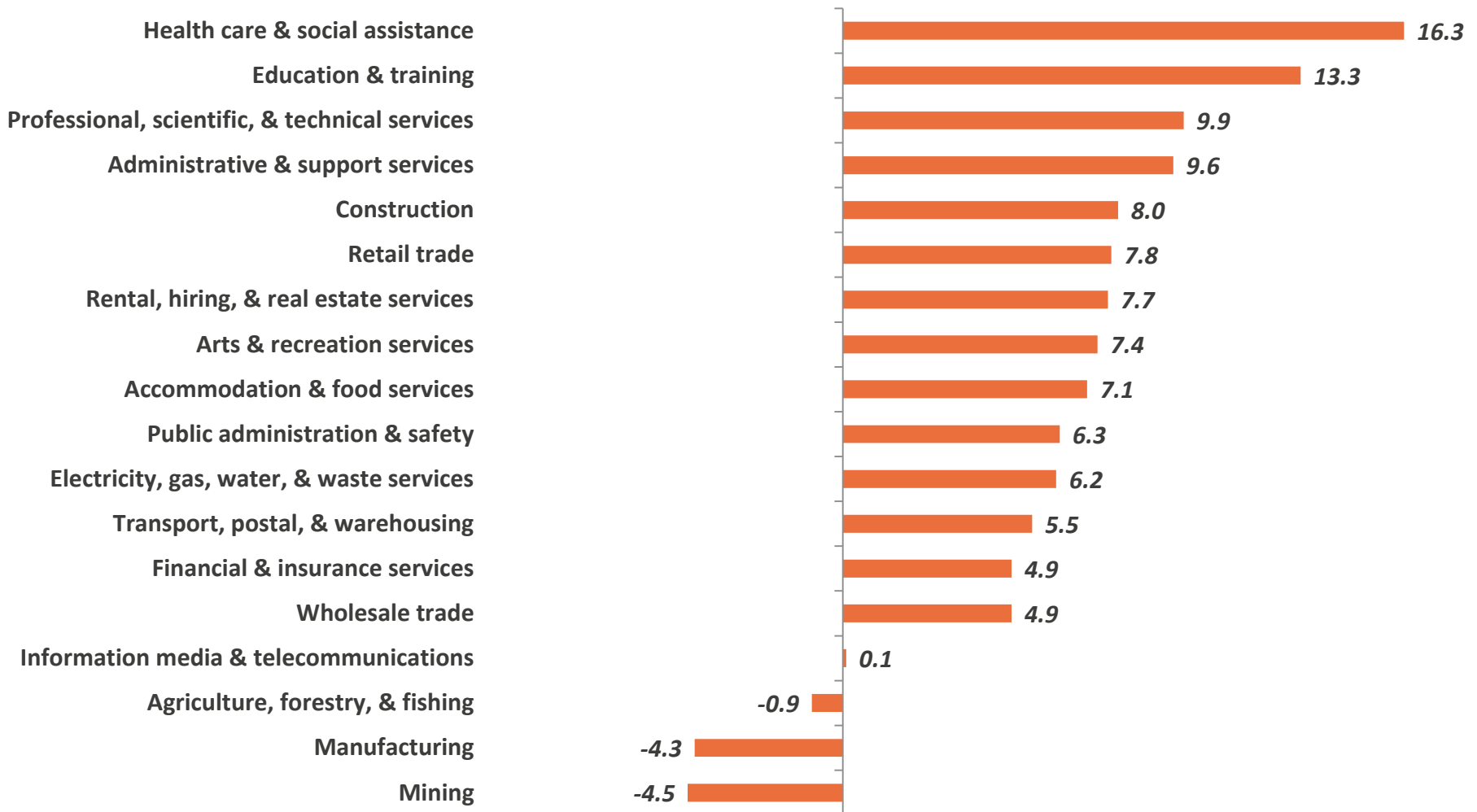


- 93% of leaders were not optimistic about their growth prospects for the next 12 months \*
- 82% predicting it would take at least 3-5 years for a recovery \*

## Department of Employment - Projected five year employment growth to Nov 2018



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- **Traditional industries:** Manufacturing, Agriculture, Mining = structural challenges ahead
- **Growth Industries:** Doesn't mean you'll necessarily earn more!

**Examples for TONIGHT'S Attendees: Department of Employment - Projected five year employment growth to Nov 2018**



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# So What Do You Do?

*(Before We Get To 3 Specific Strategies)*

- Stay specialized but be prepared to **Innovate, Change, Adapt**
- Be prepared to **Reinvent** yourself

*“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”*

- Charles Darwin

- What would I advise my kids to do?... **What they love and what they are good at (That doesn't change)**



## OK, So When Is It Time To Change?

- Use the Data, Take Guidance (Mentor, Executive Coach?)
- No-one rings a bell when the time is right!

*“Be willing to trust your instincts, especially if you cannot find answers elsewhere”*

- Brian Koslow

# Conclusion - Three Simple Strategies

## 1. Social Media – Getting the Balance Right

- *You need it, and you need to get it right, but it is not the only answer ...*

*“Many Unsuccessful People Hide Behind Social Media”*

## 2. Networking – REAL Networking

- Just handing out Business cards doesn't work anymore

*“Your Best Insurance Is Your Network”*

**Question: How did you get your last job?**

- Noticed advertised jobs just disappearing lately?

## 3. Who's On Your Team?... Who Are Your Fab 4?

(We need a support crew of personal advisers)



## And some Positives!

- The market may be bottoming out in parts ... These things do pass. We are still in a cycle... *In fact we are in **many** cycles!*
- Be the “*Last Man Standing*”
- Things aren’t that bad. Try going to War instead! ...

