



**MAGASOLO**  
**CONSULTING**  
Building the Africa we want

# **TOPIC: Developing organisational agility for quick responses to market changes.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**A foolish consistency is a hobgoblin of little minds, adored by little statemen and philosophers and divines... Speak what you think now in hard words and tomorrow speak what tomorrow thinks in hard words again, though it contradict everything you said today! – Beaumont and Fletcher.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**Key words – Market changes – Quick responses –  
Developing agility!**

**In order to appreciate this topic we need to think in  
reverse order – Anticipate market changes – develop  
and imbed agility in the organisation.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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Agility is a word taken from sports – the ability to **RAPIDLY** change body direction, accelerate or decelerate. It is influenced by balance, strength, coordination and skill level. Agility can be improved by first developing an adequate base of strength and conditioning that is appropriate for difficult level ... –  
**Sciencedirect.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**Note the words used in this definition**

- **Rapidly change of direction – accelerate or decelerate.**
- **Balance, strength, coordination and skill level.**
- **Developing an adequate base of strength and conditioning that is appropriate for difficult level.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**You cannot just ask customers what they want and then give that to them. By the time you get it built, they will want something new. Most people don't even know what they want until they see it. So sometimes you have to give people what they need, not what they are asking for.**

**Steve Jobs.**

**Dig deeper to understand the needs!**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**An eye to changing market needs is key to agility. In order to achieve this, you need a character mix in the organisation - those who are always at odds with status quo. The garrulous, the introverts, the rebels, the thinkers, the analytical, the impulsive, the downright crazy and all sorts that you will encounter. They all have their place in developing agility.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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## Building agility

- ❖ Read widely - maintain an open and critical mind.
- ❖ Listen to opinions that offend your convictions – convictions can be your greatest stumbling block.
- ❖ In most circumstances there is someone better than you.
- ❖ Make your mistakes in action.



# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**Agility must be developed at every level of the organisation with the Board setting the tone – infecting the management team – who will in turn inspire the whole organisation culture.**

**Has the accountancy profession responded with agility to changing market expectation.**

# DEVELOPING ORGANISATIONAL AGILITY FOR QUICK RESPONSES TO MARKET CHANGES.

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**Has the African continent and the African mind developed the necessary agility required to respond not only to market changes but also to the tactical changes of its predators?**

# TOPIC: Ensuring business continuity in the face of unexpected challenges.

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**No matter what has happened, is now happening, or will happen, there is a space between those things and our responses to them. If there is even a fraction of a second between the stimulus and response, that space represents our power to choose our response to any situation - Stephen H Covey.**

# TOPIC: Ensuring business continuity in the face of unexpected challenges.

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The unexpected success – The sudden success was not in our plans! Mindset Anything that contradicts which we have come to consider as the laws of nature must be rejected as unsound, unhealthy and therefore abnormal. Embrace – suppress – ignore?

# TOPIC: Ensuring business continuity in the face of unexpected challenges.

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The unexpected failure – If something fails despite being carefully planned, carefully designed and conscientiously executed, that failure bespeaks underlying changes and with it, opportunities – Peter Drucker.

**You cannot ignore failure.**

# TOPIC: Ensuring business continuity in the face of unexpected challenges.

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The unexpected is external – The change in African attitudes towards their former colonial masters. Botswana diamonds – Impact on the western diamonds market.

Firebrand young leaders in Francophone Africa – Impact on France.

The enemy is regrouping!

# TOPIC: Ensuring business continuity in the face of unexpected challenges.

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Lessons from India

Lessons from China

It is coming to Africa – Ridicalism not answer!

Engage – Have a clear agenda – have a final position – be ready to walk the lonely path if that is what it will take.

# TOPIC: Ensuring business continuity in the face of unexpected challenges.

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**I am confident that Africa has the capability to realise her full potential in development, culture and peace and to establish flourishing, inclusive and prosperous societies. An integrated continent, politically united and based on the ideals of Pan-Africanism and the vision of Africa's Renaissance. Thus the Africa we want – an integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the international arena – Africa the disruptor and not the disrupted!**



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Thank  
You





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