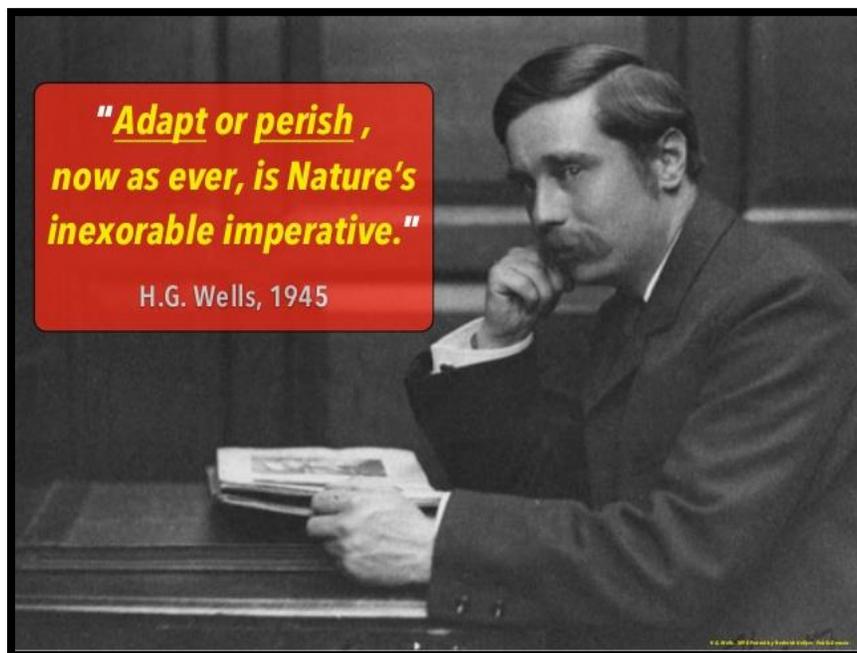


Adapt or Perish

The world is changing and transforming so very differently, in ways we have never imagined. We must adapt to the changes since the changes are challenging and they are bound to bring us a renewed prosperity and another way of living life. We have seen a big change in travel, hospitality, security measures and life after 9/11, and we have adapted so well to the new life style of undergoing all kinds of checks, measures of security at the airports, hotels, entertainment centres etc. Similarly, we are ready for yet another change. As you look at your career think again before you take one more course that makes you even more of an expert in your area of profession. That area of expertise may soon become redundant. Before investing any more in renovations in your business environments, pause. Before bringing fore those plans of expansion and development, think again. Physical work spaces called offices could be a thing of the past.



The challenge for us, now, is that we get focussed on creating the best solution to a given problem. We forget that the problem might change. We are all focussing in building the strongest and most sophisticated product or service without thinking of the possibility that the need could vanish or change totally. The market could change. The requirements could change, and customer perception could be very different based on safety, sudden uncertainty and the like. 'Build to adapt' could be the focus of tomorrow rather than 'Build to last'. We may now be forced to focus on building a career and business which is adaptable to quick changes. And do remember that strong bridges over the rivers and oceans have no meanings when the rivers change their course of flow because of the nature which may bring on hurricanes, rains and floods.

Just be adaptable to any change... widen your scope of expertise