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insight for executives on the move

HAPPY NEW YEAR

2018

JABULELA UNYAKA OMUSHA

Get to know Generation Z • Enchanted by St Helena
Digitising nature • Turned on by teaching • Admiring Africa

The youth of today ...

Millennials are planning to become millionaires, and will adapt markets to their needs



In South Africa, and even all around the world, I feel that it is the young entrepreneurs who are building the future corporations, skyscrapers and world-changing businesses. I believe that it is the youth today who will solve the economic problems of tomorrow: I know that the millennials are the game changers.

However, we receive a lot of pressure from older generations to fall into their definition of how to live life. We all know the 'get good marks at school, go study and work a 40-hour-week job until you die of old age' idea. I work with a lot of young, energised entrepreneurs who get the same responses from their parents. I can see how this ideology dims their dreams.

Don't get me wrong, I truly believe that we can learn a *lot* from our predecessors – I have learned a lot from them myself. They have gained much through experience, which is priceless. I also understand that they want the best for us from their point of view. We must keep in mind that they are just trying to help us from their mindset and thinking. I have used all their teachings to guide me on my journey, but I have never allowed it to limit my dreams and ideas.

Adapt or die

Let's be blunt. Times have changed, and in order to survive and make a decent living, we need to change too. We cannot depend on just one salary in our economy what with lay-offs, businesses going under and retrenchments. We cannot rely on certificates and degrees from universities that keep on dropping down international rankings. The methods that worked for



*Albert Van Wyk is the 24-year-old author of the book **How To Become A Millionaire At 22**. For more information, go to millionaireat22.com*

previous generations will not necessarily work for ours. We need to adapt in order to become successful. I believe that in this age we cannot just be 'workers': we need to be 'creators'. So do not put too much value on the prejudice and opinions of people who do not understand the circumstances we have to operate in.

A good example is understanding the digital age. It seems that the people who don't understand digital marketing and social media now are comparable to people in the Dark Ages who couldn't read or write Latin. They were not seen as knowledgeable or worthy of having opinions then. So why do we as young millennial entrepreneurs put so much emphasis on their opinions today?

We need to create value, something new, to follow our dreams and bring something unique to the world. We should not let the frameworks of previous generations limit our ability and drive to innovate. We need to believe in ourselves and trust in our ability and worth as a young generation to shape the future.

How do we do this?

Learn: Stay on top of the latest knowledge and techniques, and be business savvy. Follow all the current giants on social media, watch their videos and hear what they say. And read, read, read ...

Just do: Believe in your dream and where you are going. Don't let 'previous-generation thinking' stop you.

Don't be lazy: Work hard. In the old days, nine to five was enough. In these times, there is no nine to five. Your hustle should be a lifestyle.

How the world looks in 30 years is up to us ...