

To stimulate some thinking and discussion we have listed below our thoughts on the industries, companies, technologies, charities, practices and activities that we believe will thrive going forward, and also those where their decline and possibly extinction is likely. In many cases this is merely an acceleration of what was already in train but for others not. This list below is not intended to be exhaustive, it's just our thoughts at this point in time.

[Add your thoughts here](#)

|  | CATEGORY |  |
|--|---|--|
| Limited companies | BUSINESS | Sole traders |
| Customer loyalty | | Tolerance for inadequate customer service |
| Remote work | | Commercial real estate |
| Innovation, agility, flexibility, resilience | | "If it ain't broke don't fix it" |
| Businesses that have demonstrated their values (Boots, Dyson, Pret a Manger, Compass Group, Pick n Pay, SA Tourism, Coca-Cola Africa) | | Businesses that were opportunistic (Sports Direct, Wetherspoons, CCI South Africa, National Overalls) |
| Pivoting current operations to designing, making and financing medical equipment | | Halting or mindlessly continuing operations in the face of disruption |
| Proactive marketing and sales | | Waiting for customers to make contact |
| 2 year degree courses completed online | EDUCATION | 3 year degree courses completed at residential institution |
| Home schooling | | Exorbitant private school prices |
| Independent power producers | ENERGY | Oil |
| Strong balance sheets and liquidity | FINANCE | Debt |
| Fintech and companies acting as banks | | Banks |
| Cheap micro mobile payments | | Cash |
| Environmental and heritage conservation | GOVERNMENT | Theme parks |
| Government debt | | Vanity projects |
| National health services | HEALTHCARE | Price of medical equipment |
| Mobile healthcare units and well-equipped rural clinics | | Cosmetic procedures |
| Multiplayer online and virtual competitions | LEISURE | Online betting |
| Nature-based local holidays | | Cruises |
| Independent entertainment productions | | Traditional TV |
| Remote work equipment | MANUFACTURING | Aircraft manufacturers |
| On demand pay-per-read news | MEDIA | Print newspapers |
| "Can-do" attitude | PERSONAL DEVELOPMENT | Sense of entitlement |
| Excellence | | Trust based on historic interactions |
| Competent leadership in business, charities, government | | Reliance on groups |
| Online fitness coaches | | Traditional gyms |
| Professional speakers with valuable content | PROFESSIONAL DEVELOPMENT | Traditional 'motivational' speakers |
| Purpose-driven events with real takeaways | | Habitual annual events with mediocre programmes |
| Online collaboration sessions | | Networking events |
| Outcomes based fee structures for professional services | RETAIL | Exorbitant fees for professional services |
| Non-alcoholic beverages | | Substance-dependent celebrations |
| E-commerce support for brands with dedication to environmental sustainability | SOCIETY | Premium general stores and high street retail |
| More accessible income protection insurance | | Tax and contribution avoidance by the self-employed |
| Local community movements | | Rough sleeping |
| Charities that can clearly articulate its business case and turn supporters into activists | | Charities doing it the traditional way |
| Marriage guidance counselling | | Habitual religious practices |
| Saving | | Multiple lines of credit |
| Caring society and philanthropy | | Celebrity culture |
| Grey hair and comfortable apparel | | Fashion and beauty influencers |
| Hugs & cuddles | | Historic feuds |
| Fast frictionless internet connections for all | | TECHNOLOGY |
| Virtual or online equivalent for everything | Reputation based on age of organisation | |
| Zoom competitors | Traffic congestion | |
| Rent-per-day boardrooms and virtual voting systems | International business travel | |
| Repetitive services augmented with AI | Vanity positions | |
| Activity based holidays | TRAVEL | Airlines |