

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	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