

# ❤️ #DoingSomethingGreat

In the middle of difficulty  
lies opportunity.

Albert Einstein

## THIS MONTH'S NEWS AND UPDATES:

**Building successful  
brands by  
delivering great  
integrated  
customer  
experiences**

**DSG**  
DIGITAL SOLUTIONS GROUP

## In the middle of difficulty lies opportunity.

I "In the middle of difficulty lies opportunity" is one of my favorite Albert Einstein quotes because it describes our choice to focus on the light inside, even when it is dark outside.

It is easy to get caught up in negativity, especially with load shedding interrupting our lives, politics that create an unstable currency, the crime that threatens our survival, the corruption that we read about every day, and consequently the skills drain, that leads us to question whether we should stay in a country that has so many challenges.

People will always strive to improve their current conditions. This includes leaving one's present environment for a better one. South Africans are no exception, and this need for an improved quality of life has driven a massive migration surge for nearly two decades.

But what drives South Africans to give up on their country of birth and explore options for a better future as a migrant in a foreign country? Information gathered from the New World Immigration website indicates that "Safety and Security" is the number one reason South Africans want to make the move as depicted below in the top 10 list.



“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”

~ Henry Ford

## The Top 10 List in Order of Importance

1. Improved safety and security
2. Better future for children
3. No confidence in the future of your country of origin.
4. Government's affirmative action policy
5. Deterioration in social services
6. Decline in your quality of life
7. Decline in living standards
8. Higher earnings potential
9. Prospect for professional
10. Lower taxation rates

“Over the past six months, New World Immigration has experienced a 50% increase in inquiries from South Africans wanting to move abroad. It seems the ongoing issues relating to state infrastructure are the main reason people are now looking to move.

Inquiries about emigration are from all race groups with varying skills ranging from dentists, teachers, and accountants to receptionists and office workers. Almost three-quarters of our inquiries come from skilled and qualified professionals while 30% of our applicants are tradesmen, specialized welders, fitters and turners, electricians, and plumbers.

Interestingly, more farmers are enquiring about migration too.” Source: New World Immigration  
South Africa needs to refocus its value proposition for citizens and invest in infrastructure and public service to resolve this perception and retain important talent and grow the economy.

Small business in South Africa has unlimited potential for job creation and growth, as well as social upliftment and development as small and medium enterprises (SMEs) provide an estimated 60% of all employment opportunities. communications.

Every entrepreneur needs to focus on developing resilience—the ability to stay the course when times are tough and to take setbacks in stride.

Resilient entrepreneurs stay calm in the face of unexpected challenges and steady when things do not go according to plan. However, all of this is easier said than done, and business schools seldom teach classes on resilience.

My experience has taught me that you need to be able to adjust your sail all the time. I encourage my team to be part of the solution rather than part of the problem, after all, we are called the “Digital Solutions Group”. The ability to spot what is happening and figure out how to mitigate risk as well as to tweak design plans for short-term and long-term goals is an art.

People don't succeed without experiencing setbacks along the way. Resilient entrepreneurs can turn failure into success, pain into insight, and fear into bravery. Resilience means understanding that while you can never truly go back to how things stood prior to the problem, you can become stronger and wiser because of difficult experiences.

In nature, to survive, it is understood that we must “adapt or die” and in business, we have seen that complacent companies, specifically those that have lost their ability to roll with the punches of the market, re-invent themselves with technological evolution, and keep up with ever-changing consumer demands, tend to fade from the scene.

Blackberry and Kodak are two prominent examples of business models that failed to adapt. It is important for all of us to be agile and adapt our style and change our outlook to become more resilient. We all struggle through hard times at different moments in our lives. Dealing with misfortune is inevitable. So, attempting to run, hide, avoid, or escape from pain is pointless.

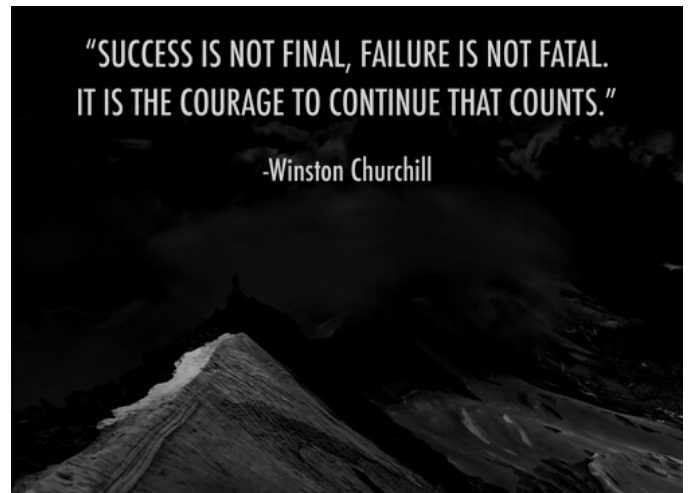
The best thing that you ever do to create a happy, fulfilled, meaningful, and successful life is to set yourself up with as many resources as possible to help you stay motivated in tough times.

My daily routine allows me to reset every day. When so much is out of your hands, it's important to remember what is in your control. Positive thinking is a strong force everyone can tap into. Do your thoughts nurture you and bring you hope for your future? If not, create a healthy belief system. Think uplifting thoughts, choose uplifting feelings, and focus on creative ideas.

I find meditation to be helpful by allowing myself to find a "blue sky" where there are no clouds or thoughts I can connect with my higher self and find inspiration. I post daily motivation quotes to remind myself to stay on my authentic path and not allow what is happening around me to deplete my energy.

I recommend going on a media fast and not worrying about the lack of information—if something happens that I need to know, someone will tell me, or my inbox will highlight it.

Overall, staying motivated in tough times requires a combination of self-care, support, and a positive mindset. By taking care of yourself and focusing on the positive, you can stay motivated and overcome obstacles.



Keeping employees motivated during hard times is essential to ensure that they remain engaged and productive.

## There are several strategies that you can use to help maintain your motivation:

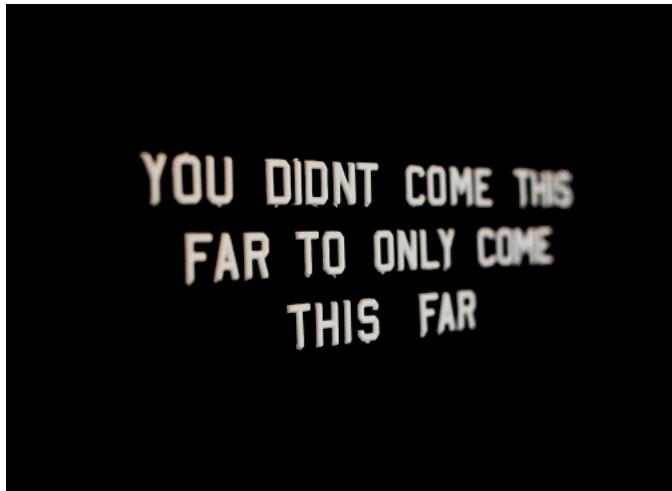
1. Set small, achievable goals: Break down larger goals into smaller, more manageable steps. This will help you see progress and feel a sense of accomplishment, which can be motivating.
2. Focus on the positive: Try to reframe your perspective by focusing on what you can control and what is going well. Celebrate small successes and find things to be grateful for, even in difficult situations.
3. Practice self-care: Taking care of your physical, emotional, and mental well-being can help you stay motivated. Make time for exercise, healthy eating, relaxation, and social connection.
4. Seek support: Talk to friends, family members, a mentor, or a therapist about what you're going through. Getting support can help you feel less isolated and more motivated to keep going.
5. Remember your why: Connect with your sense of purpose and remember why you started on this path in the first place. This can help you stay focused on your goals and find meaning in your challenges.

## Here are some strategies that can help:

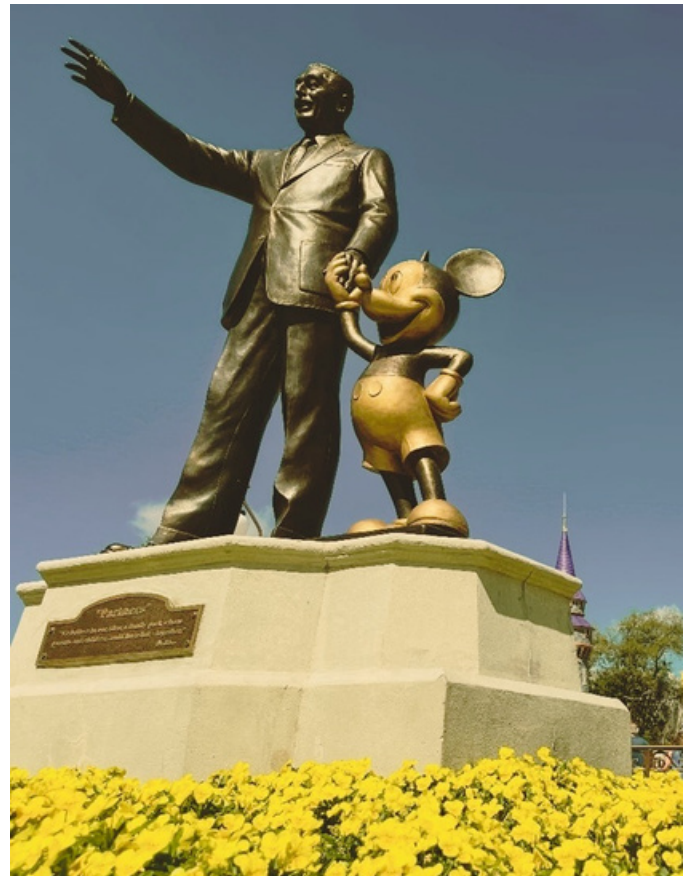
1. Be transparent and communicate with your employees regularly about the situation and how it may affect them. Keep them informed about any changes and ask for their input and feedback. Being open and honest can help build trust and a sense of unity.
2. Acknowledge that your employees may be going through a difficult time and show empathy. Let them know that you understand and care about their well-being.
3. Offer support and resources to help employees cope with stress or other challenges. This could include access to mental health resources, flexible work arrangements, or additional training and development opportunities.
4. Recognize and reward employees for their hard work and accomplishments. This can be as simple as expressing gratitude or providing incentives like bonuses or time off. We offer nutritious and delicious food and our "Chilled Drama Free Ice Cre\*m" as a way to invite staff to come to the office and connect with co-workers.
5. Provide opportunities for employees to learn and grow, even during hard times. This can help them stay engaged and motivated by giving them a sense of purpose and direction.



By implementing these strategies, you can help keep your employees motivated and engaged during tough times. This can lead to higher morale, increased productivity, and better outcomes for your organization.



The only difference between those who crumble into sadness, helplessness, depression, hopelessness, and defeat in tough times and those who rise above their pain is a positive mindset.



**"All the adversity I've had in my life, all the troubles and obstacles, have strengthened me... You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you"**

**~ Walt Disney**

**I prefer to avoid the kick in the teeth ;-)**

