

2011 Probabilities & Predictions



Rob Salisbury CSP
SRI Australia/SRI Singapore



Business relations, family, friends and life experiences have taught me some universal truths ... it is easier to forecast the possibility that some things may occur rather than state predictions that they actually will.

Probabilities formulate from defined research with an expertise or belief forming from the evidence and information. This feeling or probability is highlighted when someone says, 'I'm feeling lucky' or 'I have a gut feeling about this' or 'call it woman's intuition'.

On the other hand, predictions can be a bit like blind speed dating – one may not fully understand what is going to happen, yet may produce an emotional or fun experience to be shared with friends in 'hindsight' and a drink in the other hand.

I trust these probabilities and predictions bring you some enjoyment in 2011 and beyond.

- **Domestic travel down - International travel way up:**

With intense competition from local carriers to grind out profits on short haul trips, the consumer is the winner with many bargains during the year.

However per kilometre or mile travelled, the real value for 2011 and into 2012 will be international long haul flights from SE Asia, the Middle East, Australia or Europe.

With the jumbo Airbus A380 (introduced in late 2007 by Singapore Airlines) a proven long haul winner for passengers and crew, more people will be willing to opt in for long distance travel to see family, friends and conduct business than ever before.

Customers are getting significant new aircraft experiences on A380, A320 and A340 aircraft while Boeing finally gets its long overdue 787 Dreamliner planes off the ground for passengers in late 2011.

Airbus is offering travellers features unlike seen in previous long haul trips. The price point for travelling on Singapore Airlines, Emirates, Qantas or Air France offers good value for air travel over 8 hours and up to 19 hours on one way sectors.

A number of carriers will opt out of buying new planes this year as the economy stabilizes. However they will invest hundreds of millions to completely remodel and upgrade seating, entertainment and interiors of their aging fleets of Boeing 747 400's for expected increases in long haul traveller needs in 2012 and 2013.

- **Aging Baby Boomers – rehired and not retired:**

Baby boomers will be rehired in the millions this year. Born between 1946 and 1964, the post WW2 new generation is now 65 and 47 years young.

Ambitious, hard workers, not content to sit on the porch of life and die out slowly, many adapted the fitness boom of the 80's and 90's into their lifestyle as a mantra for lifelong health which brings benefits now.

As the global economy recalibrates and rekindles North America and Europe, boomers will be rehired on mass. Their work ethic was learned from their parents and grandparents lessons of survival during the great depression era of the 1930's and into the WW2 years ending 1945.

With people skills across many service sector industries and a willingness to learn new skills alongside their children and peers of the X & Y generation, they will help to regenerate worldwide productivity once again.

- **More Billionaire philanthropists:**

In 2010, 67 new billionaires were created worldwide and making up just over 1000 billionaires on the planet.

The United States is home to 400 billionaires with mainland China and Hong Kong being home to the second largest group of 90 billionaires.

With the advent of the billionaire's Pledge in mid-2010, more and more of them are increasing their philanthropic support to the arts, world wide appeal projects and their own foundations to make a long term impact on society.

The next generation of billionaires is expected to increase three fold in China and Hong Kong with the emergence of new IT technologies, foods, personal services to the masses and alternative fuels and energy sources.

Vibrant as a media personality, self-made billionaire Oprah Winfrey has proven that the more you give, the more you receive. Other billionaires are noting that while she is extremely successful and wealthy, she seems to gain new energy by giving it away and the result, a very happy individual at a personal level. This is something other billionaires find very attractive and a direction for their own interests and wealth.

- **BRIC's lead new market growth:**

Over the next 20 years, Brazil, Russia, India and China will make up 62% of the global growth as a four nation combination as compared to just 13% by the G7 nations according to World Bank.

Increased demand from the new middle class in these countries will be for in home broadcasting of sports such as soccer, basketball, tennis, golf and US style grid iron football plus brand name sporting items, electronic games, phone and on line communications.

With the 2018 FIFA World Cup to Russia, the development is in progress to build or modify 16 stadiums from Moscow to St. Petersburg to Kaliningrad to hold over 800,000 sporting fans during the cup tournaments.

This growth will account for a new surge in products and services, which will be in high demand and imported from other countries, such as steel, concrete and fibre optics for broadcasting as well as security, to be coordinated in the years ahead.

As host country for the 2010 World Expo in Shanghai, China set the benchmark for the world's largest number of visitors with over 70 million attendees. Coming off the successful 2008 Beijing Hosted Olympic Games, China is the one of the new markets for serious global growth.

China will collaborate more with India and Brazil who want to do more for their populations in the years ahead with sports and entertainment high on the list.

Other trends / predictions:

- **Collaboration & partnerships expand:**

Multiple Airlines and auto industries in recent years have had to merge their massive global brands to find ways to save money and reduce costly doubling up of resources.

This will continue plus other notable changes to exploration of natural resources by multinationals and countries.

- **Middle East Sporting / MICE functions to increase:**

With the announcement of the FIFA soccer world cup in Qatar for 2022, like Russia, the amount of growth and new business opportunities in the Middle East alongside Doha, Abu Dhabi and Dubai, will see a steady and pragmatic growth to the region for main players.

MICE (Meetings, Incentives, Conferences and Events) will be a near watershed of new growth in the Middle East helping to fill the hundreds of new venues and five and six star hotels now being built in the anticipation.

- **US Economy & President Barack Obama:**

The US will continue to find ways forward with new market expansions in exports with Obama's economic agenda and visits to India, SE Asia and relations with China remaining steady.

Obama will find a new energy source and collaboration with the republicans in control of The House of Representatives to move big decisions and policy forward.

Like Bill Clinton did in his second half of his first term as 1992-1996 US President, Obama will find the gap between policy and people to move the nation forward.

He will find his 'mojo' for a second term as US President helping to heal the economic wounds of the GFC and damage of the countries psyche from the wars entered into by the previous republican administration.

Bright spots are US companies like Apple that in Q 1 2011 announced a 6 billion net profit from the huge demand for iphone4 and ipads – products that did not exist five years.

Information service companies like Google and Facebook and others will continue to bring in vast amounts of investment and return on equity for owners and alliance funding partners creating a new wave of technology we are yet to see on the market.

- **California leads green environment:**

Governator Arnold Schwarzenegger steps down after two terms in office during the deficit handing things over to former Governor of California and the oldest governor in history, Jerry Brown 72.

Arnold's popularity and reach to overseas markets will continue to be of value to the state and Mr Brown as his cabinet finds and creates new energy sources for the largest populated state with 37 million residents and growing.

The hybrid cars of recent years have seen a massive increase in new environmental shifts and are a bright spot on the bleak auto industry radar, all due to Arnold's push forward and no nonsense determination to make it happen.

- **Child obesity on the rise as online use surges:**

A shift from parents and schools is already in motion to see children who over use technology move off the couch and chair to more fitness and movement orientated outdoor activities in 2011.

The plan is to help children change now or the problem will be a massive liability to western and urbanized countries in the decades ahead and will present serious health issues for those suffering from obesity.

Bright spots are reality shows like the Biggest Loser. It continues to draw a large viewing audience in spite of the ever changing candidates who want to journey from fat to self-respect each week in front of the viewers.

- **Australian flood creates givers and community spirit:**

It will be a challenging year ahead as the Queensland, New South Wales and Victorian flood bill goes past 20 billion.

The bright news is that many natural heroes and givers will emerge to help rekindle the spirit of what many say has left so many states and countries over the years - the art form and act of caring for others in need.

2011 will see a massive increase in renovations and a rejuvenated economy due to new building and developments. New Orleans is a great example of what can happen with strong community and committed leaders at grass roots after the Katrina Hurricane of August 2005.

Queensland will not have it easy yet they do have a state leader who is committed to the cause and a nation that wants its own to rise to the occasion and it will ... just watch 'em.

Writer/author bio:

Rob Salisbury, B. Com, CSP is a highly rated corporate trainer, conference speaker, emcee, host and facilitator. Hired by over 425 different groups across dozens of countries, he has been engaged for over 2000 events in North America, Australia, New Zealand, SE Asia, Asia, Europe, U.K. and the United Arab Emirates.

A former two term award winning President of the National Speakers Association in Sydney Australia, he is an honorary Rotarian and since 2004, a senior advisor to the Asia Professional Speakers Association Board of Directors in Singapore.

Rob can be reached at SRI Australia **+612 8250 4470**, SRI Singapore **+65 6842 6085** or go to <http://www.strategicresources.com.au> for more information and to download your free books with hundreds of ideas to encourage you to achieve more of your 2011 goals.

