

A shortage of jobs but no shortage of work - Chris Lew 15 Feb 2016

There appears to be a growing shortage of jobs around the world, and we are constantly looking at ways to stimulate growth to create work for Earth's growing population. As people seek greater wealth and advancement, we've created more families that need more than one breadwinner. This creates an even greater demand for job opportunities and so we face a constant shortage of jobs. However, when I think of all that needs to be done to improve our world, I accept that there may be a shortage of jobs but there is no shortage of work! It is imperative that we change the trend which causes people to look for jobs and rather develop a culture that moves people to use every good opportunity to find and deliver good work.

The constant pressure to create economic growth creates the need to stimulate the economy, but we have become too dependent on artificial stimulation, which brings no lasting benefits - only temporary benefits and false hope. We need change and we need more (many more) people to embrace productive change. We must create a productive culture - producing more than we use. We must create a disciplined culture - spending less than we earn and we must get rid of the culture of entitlement that causes people to think they have a right to free stuff. Nothing in this world of any real value is free! More must be spent on developing infrastructure to provide essential goods and services and we must pay more attention to improving the quality of our services and managing our budgets in all sectors of our economy – starting with our households.

There has also been so much talk about developing more entrepreneurs - people to create more work opportunities, but they are a rare breed and to develop them is easier said than done! This breed is usually developed over a long period of time; and they often develop the capacity to manage risks and cope with the pressure of advancement without things being made easy for them. They usually have no easy access to financial backing or other support and they often have to solve problems by their own initiative. There is no easy way to develop such tough-mindedness in people and entrepreneurial 'wannabees' must accept that the first step is to become self-employed; the next step is to prepare to have your character tested to the full and they must therefore learn to make use of all the experience that they can get from people who have walked this road before them. Unfortunately many of our entrepreneurs seem destined to leave our shores for better opportunities elsewhere and this will not be easily changed because they will go wherever they'll get the best deal.

Considering this backdrop, we urgently need to develop an entrepreneurial spirit which looks at more than wealth creation in South Africa. We need to promote a patriotic and pioneering spirit to drive the culture of serving others and serving South Africa. South Africa desperately needs pioneers who will work to improve society as a whole and who will consider the welfare of others and not just their own agendas. Our minds must be set on delivering such excellent goods and services that the rewards will inevitably follow, rather than being overly obsessed with the potential rewards. We need people who do not only focus on how they may profit but also on the cost to society, the impact on others and the impact on our environment. Those who benefit at the expense of others are of no real value to our society, they are only useful to themselves and their interest groups. This world has an oversupply of such people and we are in short supply of people to serve society wholesomely and unselfishly. However, we will not succeed by playing the blame game and we must all accept that evil (selfishness, corruption, crime and the like) often spreads

because of what good people fail to do. It is a time for those who think of themselves as the good guys to stand up and do something good, every day and in every possible way. We desperately need people to set the example of service-excellence until it becomes a new South African culture. I have no idea where we will find enough of these people, but I will start to look for ways to develop this thinking in my own home and any other place that will allow me to do so and I hope that you will join me to do the same. Whether we admit it or not, we need each other. All South Africans need the other South Africans and we need leaders to set the example on how to work together.
