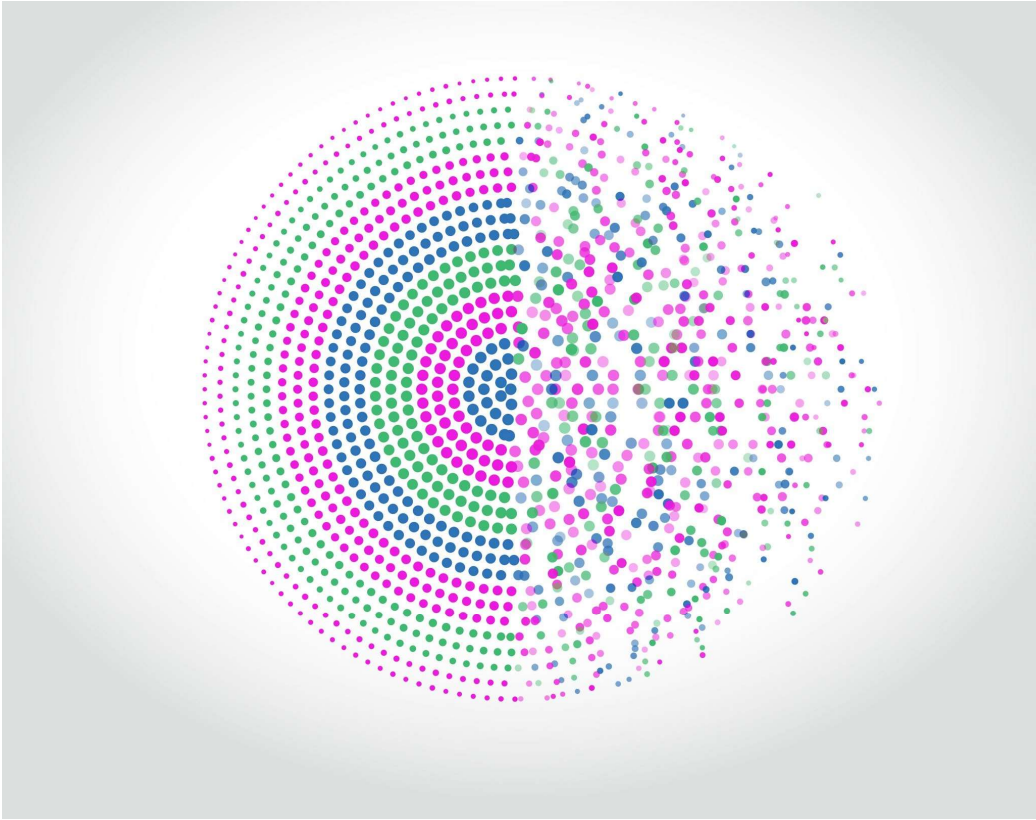
The More Things Change…

….the less they actually do



The Year That Was…. 2022 Top Searches

NEWS
1) Ukraine
2) Queen Elizabeth
3) Election results
4) Powerball numbers
5) Monkeypox
6) Hurricane Ian
7) Johnny Depp verdict
8) Texas school shooting
9) Will Smith Oscars
10) Roe v Wade

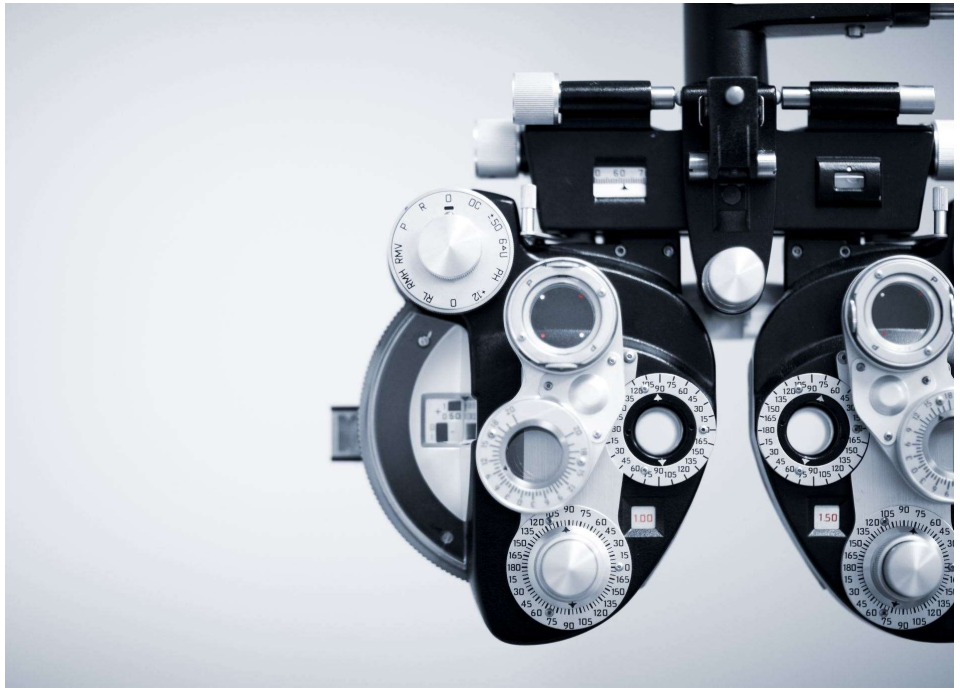
PEOPLE
1) Johnny Depp
2) Will Smith
3) Amber Heard
4) Vladimir Putin
5) Chris Rock
6) Novak Djokovic
7) Anna Sorokin (Delvey)
8) Andrew Tate
9) Rishi Sunak
10) Simon Leviev

ACTORS
1) Johnny Depp
2) Will Smith
3) Amber Heard
4) Chris Rock
5) Jada Pinkett Smith
6) Joseph Quinn
7) Evan Peters
8) Andrew Garfield
9) Julia Fox
10) Ezra Miller

How we cope….

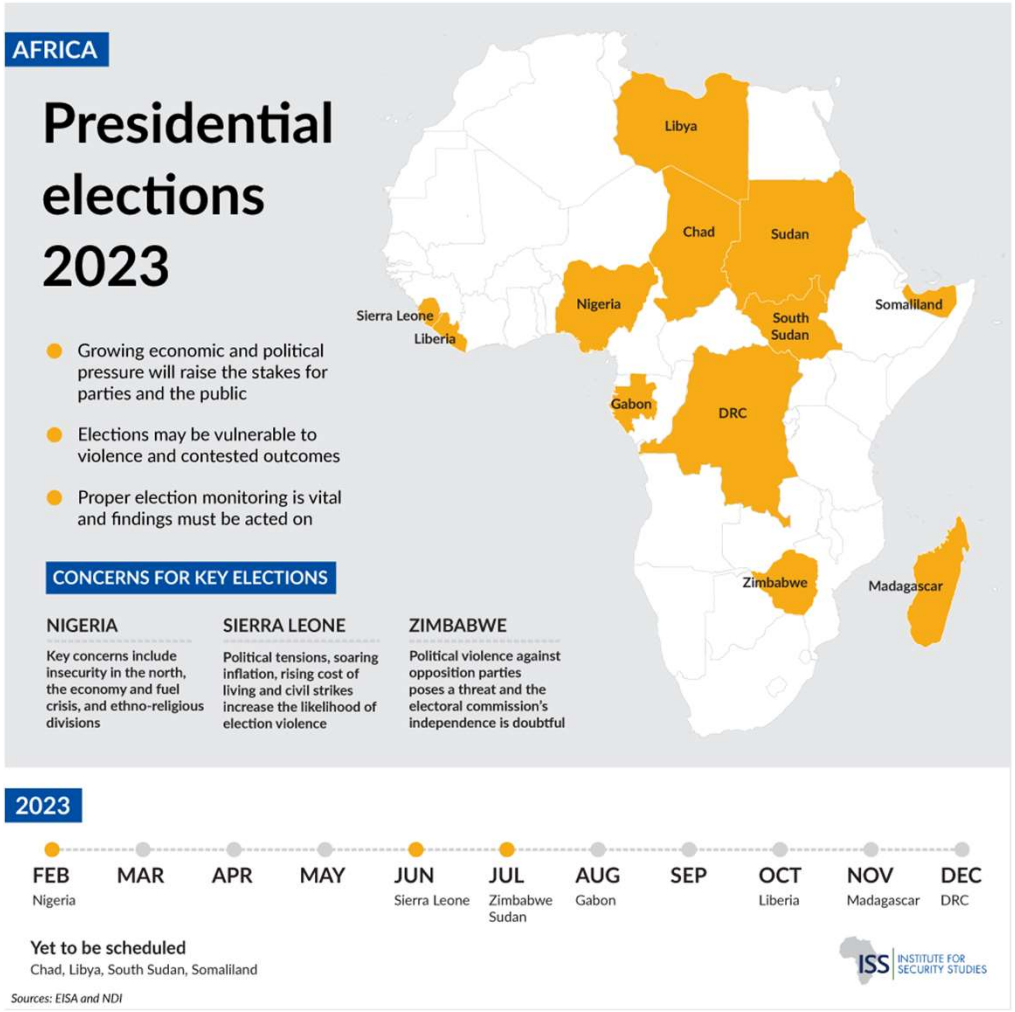
Let’s Test our Olfaction…

- Anosmia – don’t smell it anymore
- Phantosmia – it’s in my head alone
- Hyposmia – reduced sense
- Parosmia – changed (more palatable or less offensive)



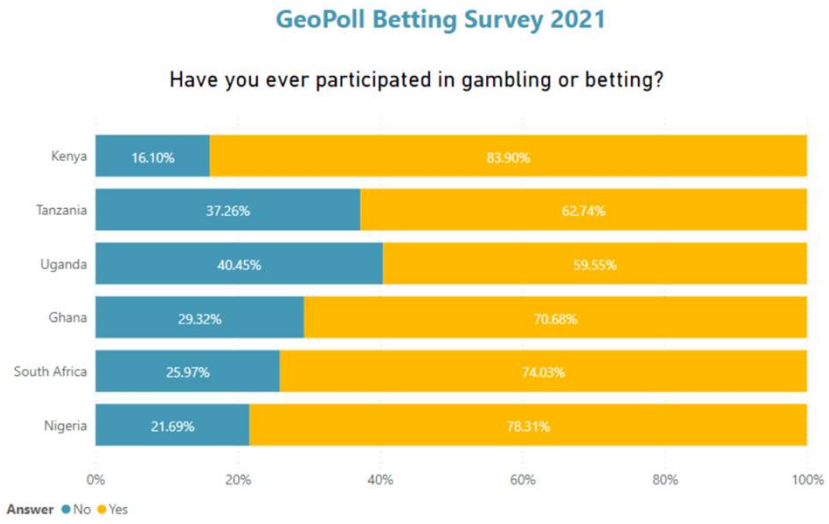
Hiding in Plain Sight…

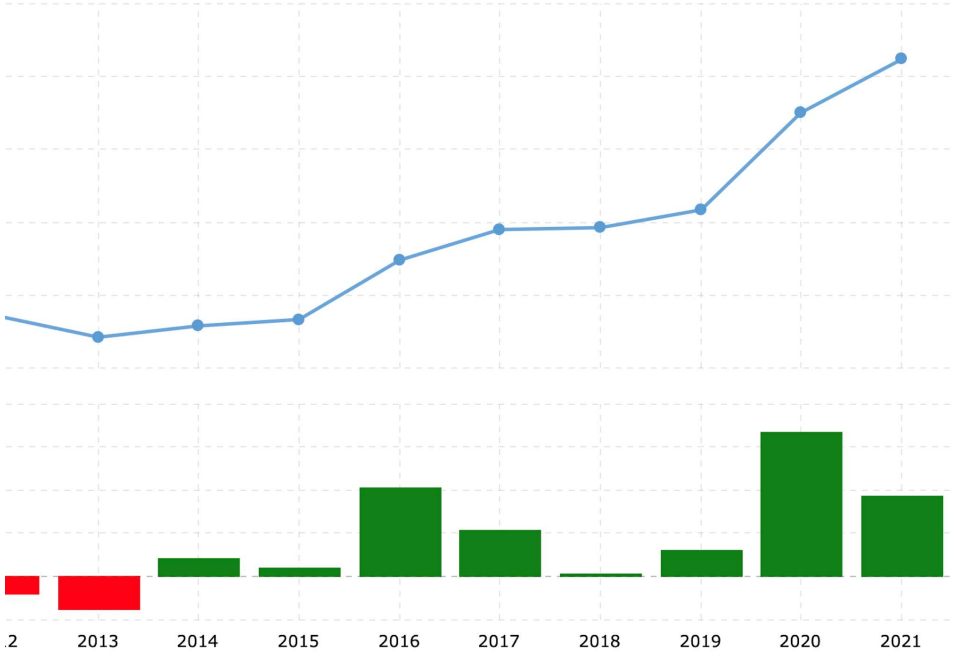
Transsion



The Noise Sounds Like…

Glimmers of Hope or Despair…





Unemployment rate in SSA (source ILO)

Still…but differently… Just how… not what..

Reference constants…

- Look beyond the obvious
- Mind your olfaction
- There are things that matter but they are noise too - elections
- Africa lags – Africa Leapfrogs
- If you solve you win – Transsion Monopoly
- Solutions need layering – the best and the worst – AT ONCE
- Affinities – traditionally companies, shared interests (sport, religion, ethnicity, stokvels, chamas, merry-go-rounds)
- PARTNERSHIPS