

Case Study: Global Logistics Firm

Mega-Trend and Future Advisory:

- A global logistics firm employing over 200 000 staff is challenged by the rate of change in its industry
- Future Advisory is assisting with mapping out the megatrends for this client from Demographics, shifting production centres, changing economics for transport, virtualisation of goods and services etc.
- The engagements with senior executives are on four continents i.e. Asia, America, Europe and of course Africa
- The outcomes are a challenging of the dominant logic present within these organisations that constrain appropriate responses to these changes
- These include toolsets for understanding the impacts of these changes and developing appropriate business responses
- A specific output is the creation of new business models and products in order to both drive out innovation within the enterprise and to diversify and grow revenue sources

