Some of the guest and staff at the recent NWU alumni breakfast are from left James Ncedani (SC chairman), Prudence Masike (ArcelorMittal SA), prof Thanyani Mariba (Campus Rector), Theo Vorster (guest speaker), prof Linda du Plessis (Vice-rector), Alwine Naude (NWU Vaal Alumni-coordinator) and Warren Makgowe (Director: Marketing and Communication)

Success determined by adaptability to change

The success of a company is not determined by the strength of the company but by the way it adapts to change. The company or business most adaptable to our ever changing world, is the one most likely to survive.

This was one of the key elements highlighted by Mr Theo Vorster, guest speaker at a recent alumni breakfast meeting organised by the Vaal campus of the North West University.

Mr Vorster is a well known economist and has been interviewing some of the most successful business people in South Africa for a TV-series. He says these business people all boast certain key elements to ensure success.

The other elements are among other a clear vision of what to achieve, you must employ the right people - doers not only talkers, must have a passion, must have a set of principles, must work harder than anybody else and must know exactly all the ins and outs of the business, where it is making money and where not.

“But the most important is the fact that you must adapt to change. We are living in a changing world, and you must be part of it. Change means opportunity and challenges and we must embrace it. That is also one of the important reasons why people are staying in South Africa - they want to be part of change. First world countries are often so set in their ways, there are few possibilities for change.”

Mr Vorster also emphasised passion - find something you are passionate about and you will never work a day in your life. “But there is no such thing as pure magic, you must be a specialist in a certain field and you must work hard towards success. It is not luck, it is just hard work.”