

# MEASURING WHAT COUNTS:

- For an economic outlook and
- The purpose of business

## ABOUT THIS PROGRAMME:

2020 kicked off with an unusual mix of expectation and anxiety. Relentless attacks on the current liberal order, trade wars, growing populism, increasing inequality and escalating geopolitical tension in a low-growth, high-debt global economy marked the start of this decade. But few could have anticipated the reach and devastation of COVID-19 and the crisis that has followed.

In the recent years preceding COVID-19, an end to globalisation and the “death of capitalism” have been reverberating through the echo chambers of social media. Our obsession with relentless Gross Domestic Product (GDP) growth continues to raise concerns well beyond economic returns. At a time when we need people and economics to thrive regardless of growth, it is strange that we rely on an outdated and unreliable measure of success.

If GDP is no longer an accurate measure of economic progress, then what is and why? While COVID-19 has compressed megatrends, it has gifted us a reset: to think about what really counts and how to measure it.

The JBS invites you to an exclusive, intensive, two-part programme to assess what truly counts and how to measure it. Join us as we explore a range of urgent topics and questions:

- What are the key trends shaping our future and informing our context?
- How do we understand key economic concepts like wealth, GDP and well-being?
- The evolution of purpose – what type of purpose fits for which specific companies?
- Making sense of concepts and acronyms: shareholder value, shared value, CSR, Conscious Capitalism and ESGs
- What really counts and why is its measurement important to our businesses and daily lives?
- How can businesses create value-based cultures with a strong sense of community, building beyond Industry 4.0 and towards Society 5.0?



## FACULTY:

**Professor Lyal White** is the founding Senior Director of the Johannesburg Business School (JBS) at the University of Johannesburg. He is tasked with establishing and building JBS into a world-class institution with a Pan-African focus. His principal areas of focus as a writer and advisor are comparative political economy and strategic thinking in the context of International Business in Africa and Latin America.

Professor White is widely published in news media, academic journals and books. He is co-editor of the Academy of International Business (AIB) Sub-Saharan Africa Book series with “The Changing Dynamics of International Business in Africa” (Palgrave Macmillan, 2015) and “Africa-to-Africa Internationalization: Key Issues and Outcomes” (Palgrave Macmillan, 2016). He has worked in a range of sectors covering themes from investment rationale, strategy, competitiveness and general management in Dynamic Markets to reform, growth and development politics in Africa and Latin America. He also coordinates research and dialogue

geared toward improving Africa’s political and commercial relations with Latin America and understanding the role of new players in Africa and the world.

Before taking the helm as founding Senior Director at JBS, Professor White was the founding director of the Centre for Dynamic Markets (CDM) at the Gordon Institute of Business Science at the University of Pretoria. He has lived and worked in South Africa, Rwanda, Argentina, Colombia, Morocco and the US. He has taught at the University of Cape Town in South Africa, Universidad de Los Andes in Colombia, Al Akhawayn University in Morocco, Science Po – Bordeaux in France and the Kelly School of Business – Indiana University in the US. Professor White lectures regularly at CEDEP in Fontainebleau in France and Strathmore Business School in Kenya. He is faculty on the Global Leadership Programme, which provides executive education to some of the largest firms in the US and Europe.

## COURSE DETAILS:

<b>DATE:</b>	12 & 17 August 2020 (two sessions per day)	
<b>SESSION TIMES:</b>	<b>For an Economic Outlook:</b>	<b>Wednesday, 12 August 2020:</b>
	Session one:	11:00 – 13:00
	Session two:	14:00 – 16:00
	<b>The Purpose of Business:</b>	<b>Monday, 17 August 2020</b>
	Session one:	11:00 – 13:00
	Session two:	14:00 – 16:00
<b>VENUE:</b>	Online conferencing. The conference link will be sent upon registration.	
<b>FEE:</b>	R3 000 per delegate	
<b>ENQUIRIES:</b>	execed@jbs.ac.za	
<b>REGISTER HERE:</b>	<a href="https://bit.ly/3dz68Zl">https://bit.ly/3dz68Zl</a>	

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