

**Title: Current retail trends and impact of the 4IR technologies**

1. **Job loss is a hard** pill to swallow. Just because **traditional jobs are threatened** doesn’t mean that those jobs need to become obsolete.
* New roles and responsibilities, the 4th Industrial Revolution could also **lead to more companies employing specialist contractors or remote workers**. Due to new technology and changing demands, employers may also become more supportive of existing employees wanting to work remotely or flexibility.
* Change is not all bad and the jobs that are threatened can be looked at as an opportunity to create more jobs, for example, if tellers are going to be replaced by machines, those machines need to be operated and maintained by people.
1. Will the retail **sector sit up and take a stand**?
* Retailers need to be mindful that what works today may not work tomorrow. They must continue to learn new ideas and develop new ways of doing things. Keep reviewing, refreshing, and redesigning strategies.
* Establish an adaptable organisation with an able and agile team to not only survive turbulence but also exploit the silver lining in every storm and develop more advantages for stronger growth.
1. With **automated systems** replacing for example, tellers, retailers face **major implications** if they don’t get involved. They need to **come up with creative ways** of upskilling employees to be able **to use these emerging technologies**.
* With the 4IR bringing about a skills shortage, upskilling – or in some cases, reskilling – will be essential to keeping up with the rate of change. In Africa alone, many jobs will require **digital skills by 2030**, which makes way for plenty of training opportunities, creating a booming market.
* Discipline the team to let go of the past or the “old way” of doing things and encourage employees to reinvent their work ethic to stand out from the crowd and lead.
* The key focus is to build a resilient team/sector that will rise above every situation.