

Te Pūtea Whakatupu Trust Ngā Whetu Hei Whai

25 August 2014
Claudelands, Kirikiriroa

Mihi

- Te Ohu Kaimoana
- Te Pūtea Whakatupu Trust
- Rangatahi/Rangatakapū
- Kaupapa
 - Charting Pathways for Māori Industry Futures

Māori Selling into Key Markets

- Trillion dollar growth trends?
 - Next billion consumers e.g. global middle class
 - Old infrastructure, new investments e.g. Infrastructure and PPPs, emerging markets
 - Militarisation following industrialisation e.g. Asia defense, cyber/electronic needs
 - Growing output of primary inputs e.g. grains/proteins, water

Māori Selling into Key Markets

- Trillion dollar growth trends?
 - Developing human capital e.g. farm to factory, social infrastructure (including healthcare)
 - Keeping the wealthy healthy e.g. aging populations, medical treatments
 - Everything the same but nicer e.g. premium products/services
 - Prepping for the next big thing e.g. nanotechnology, genomics, AI, robotics, connectivity

Repositioning

- Some people, organisations and businesses are “ahead of the curve” and have repositioned to respond to trends
- Some are willing to “glide” along and not position themselves either way
- Some will fight the trends
- We need to be ahead of the curve

Examples – what we are selling?

- Resources – farms, forests, fish, honey, wine etc
 - Tuaropaki, Wakatū Limited
- People/Human Capital – employees/contractors
 - Athletes, OE masses
- Ideas/Services – consulting, intellectual property,
 - TEIs, Boffa Miskell, Straker Translations, Xero, NT Tourism
- Stories
 - Whenua Films

Messages

- Opportunities resonate with our culture/tikanga
- Complete repositioning of many Māori organisations
- Most of us don't live for MGMT 101 matters
- Most of us live for Aroha, Kotahitanga, Whakapono etc
- Combining excellent leadership/management with what we really live for, will bring greater long term benefit to Māori organisations and people

Interesting Stuff

- www.ted.com
 - Hans Rosling – thrilling statistics
 - Ken Robinson – schools killing creativity
- Innovation
 - Gary Hamel “What Matters Now”
- McKinsey.com – regular articles