

# Preparing for times of uncertainty - 13 Feb 2017

BY LOUISE MARSLAND

The only way to prepare for uncertain or disruptive times in business, in your own industry, is to be informed. To understand the global forces at work, pessimism in the markets, the factors that are looming to disrupt your industry. The only way to do this is to read and follow the pundits who make a living analysing and scenario planning the future. Risk management becomes critical in all businesses, says Control Risks in our lead for today, '[Riskmap 2017: a year of acute uncertainty for business](#)'. Looking at global and local risk factors in the world, Control Risks advises that, "Digitalisation and the internet of everything takes risk everywhere and the distinction between safe home markets and dangerous foreign ones has largely gone. The sheer mass of stored data, teetering on a fulcrum between asset and liability, has shifted the gravitational centre of risk."

In Africa, investors are looking for long term stability and infrastructure and services that work; and African nations are competing to become the new economic hub of the continent.

Peter Searll from Dashboard brings it home with his '[Ten media innovations in Africa for 2017](#)' article on the fast changing African media landscape and the need for consolidated research to minimise risk.

Have a great week!

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