

THE NEXT DOWNTURN – CAN WE HANDLE IT?

It is now eight years since the Global Financial Crisis sent shock waves around the world and forced governments to take drastic measures to prevent a plunge into another Great Depression. Some argue that we continue to pay the price for that escape, with little left in the tank to protect ourselves from the next inevitable downturn. *So just how vulnerable are we?*

A special report in the latest issue of leading business magazine **INTHEBLACK** details the current state of play in terms of our economic depth, and what the experts believe will and should be happening.

Some of the world's most respected international forecasters suggest we are on very shaky ground at the moment, in terms of preparedness, with already low interest rates giving very little room for governments around the world to stimulate another Great Escape. The report also looks at the various scenarios that could tip us into dangerous territory.

THE OLYMPICS – COSTS OUT OF CONTROL

Rio is about to find itself in the full glare of the international spotlight as it stages the latest instalment of the Olympics, but 'The Games' has become something of a poisoned chalice that has many nations reconsidering potential future bids. Indeed, the benefits of the Sydney Olympics were never fully realised and many other hosts have hit their own hurdles.

When Australia won the right to stage the 2000 Games, it was supposed to be a golden opportunity for our future. The springboard to a sustained marketing and business boom. But the bounce never came, and certainly the impact of the 9/11 terror attacks (just a year later) continue to be felt by host cities to this day.

The latest issue of leading publication **INTHEBLACK** carries a special report on the difficulties of making the modern Olympics work. London cost three times more than Beijing (just four years before) and the cost of security has increased at least five-fold since Sydney, now coming in at more than \$100 *per spectator*. Plus, Rio already has its own set of issues.

JOB MEASUREMENT MAZE – PERFORMANCE RATING OBSESSION

Success used to be a pat on the back from the boss, or even being part of a team that reached its key objective. Now, everything needs to be measured. From 'Return on Investment' to individual career markers. Miss them, and you could be in peril. What's worse, some of these benchmarks seem intangible and subjective at best.

In the latest issue of business journal **INTHEBLACK**, organisational performance specialist Stacey Barr explains what needs to change, to re-invent goals as something clearly understood and achievable. *(Hint: team brainstorming sessions may be the first thing to go!)*

/ See next page for more topics + interview contact details ...

THE RISE OF THE ‘FAKE BOSS SCAM’

It seems like something out of a Hollywood movie but a new trend called ‘CEO Scamming’ is on the rise, as sophisticated criminals purport to be the head of the company – waiting until the real boss is out of contact – and then instruct workers to transfer key funds or critical information. It has quickly become a multi-billion-dollar problem ... and social media sometimes plays a key role in the con.

The latest issue of **INTHEBLACK** outlines the various ways criminals are successfully posing as the boss, sometimes scanning social media sites to know when the real CEO will be out of contact with head office.

The report explains what organisations need to do to ensure they’re dealing with the real boss and not being ripped off.

PSYCHOLOGIST: TOO MANY BOSSES FULL OF THEMSELVES

It is said you need a certain amount of confidence to lead and achieve success, but a leading business psychologist believes too many of our bosses are dangerously full of themselves. He has described it as a handicap and the ‘toxic assets of personalities’ which can cause significant problems.

Dr Tomas Chamorro-Premuzic, a professor of business psychology at University College London, adds that *“Idiots and geniuses don’t differ very much in the estimations of their own abilities”*. The good news, however, is that the over-confident can be coached ... and brought down to the point when they can become open to feedback and self-criticism.

Dr Chamorro-Premuzic is coming to Australia to explain his thoughts on taming arrogant bosses, and is profiled in the latest issue of leading business publication **INTHEBLACK**.

TO ORGANISE INTERVIEWS:

- **Between Monday April 1 – Friday Monday April 5 – contact Aeve Baldwin on 03-9606 5156 or aeve.baldwin@cpaaustralia.com.au**
- **From Monday April 9 onwards, contact Anna Layton on 03-9606 9610 or anna.layton@cpaaustralia.com.au**