

How we can create new ways to adapt to our new days

By  Imran Salie

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Musa Kalenga, CEO and founder of Bridge Labs, delivered a keynote talk at the #BizTrends2021 live virtual event. In his talk, Kalenga discussed creating new ways to adapt to our new days. He shared insights regarding API and its relation to humanity, our leadership, what we eat, how we communicate, and the treatment of our future female leaders.



In each point that he mentioned, he offered an example and explanation of how we may go about making this change to adapt to the present norm.

The first thing he addressed is a [research report by the Board of Innovation](#). He explained the report as a piece of information on how people have managed from the time Covid emerged to the present day.

"The research report speaks about the shift that has happened across multiple sectors and areas, but it is primarily focused on how industry dynamics, technology, regulation, macroeconomics, and geopolitics have changed," said Kalenga.



Musa Kalenga presents "New ways for New Days" at #BizTrends2021 online

Evan-Lee Courie 26 Jan 2021



He pointed out that this information could be used to make a fundamental change in the way we operate throughout the day in the near future.

"It's important to understand that the results and changes indicated in the report create opportunities for us to capitalise on. The results and changes have forced us to do things differently, but at the same time it has allowed us to adopt new ways of thinking about new technologies."

Advanced technology

His next point was about the concept of how advanced technology could seem indistinguishable from magic to us.

Any sufficiently advanced technology is indistinguishable from magic – Arthur C Clark

He used the above quote aptly to explain this trend and made an example of it by mentioning that the technology of instant messaging would seem like magic to those living thousands of years ago.

He also then mentioned an educational technology company that he uses for his children. The company connects primary school teachers, students, and families through communication features, such as a feed for photos and videos from the school day, and messaging.

“ *It was magical when it happened the first time. One day I got home and my kids were around the table and I say to my son: ‘So I saw the picture that you drew of that motor car. What brand of car was that?’ He looked at me in a bit of a bewildered way because he didn’t know how I had that information and I did the same with my daughter, she gave me the same strange look.* ”

Kalenga is essentially predicting that because of our current norm we will soon see magical tech to help us adapt.

The API humanity

He predicted that application programming interface (API) technology will be used in a human way. This means that we can become a conduit for information and knowledge, which he said will help close the developmental gap between Africa and the rest of the world.



His explanation on API:

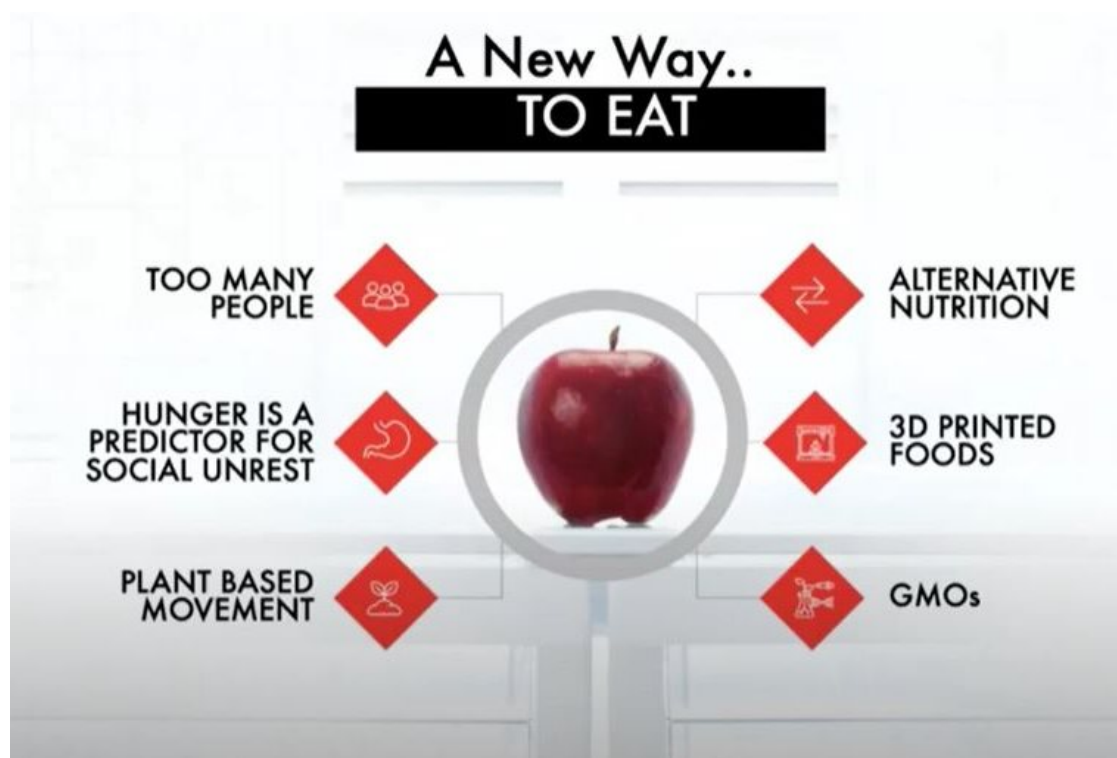
“ The same thing that a platform like Waze doesn't have to build a music interface they integrate into iTunes. So, what APIs do is they allow you to be able to create new kinds of value for a new day that we live in. ”

He pointed out that integrating this type of technology into our daily lives will help us progress quicker and easier.

A new way to eat, communicate and lead

He stated that if we don't change the way that we eat, we will be faced with a problem of productivity. Kalenga believes that productivity, at its core, is what drives nations forward.

“Food security becomes a crucial thing that we have to debate, discuss and understand because we have to create a new way for this brand new day.”



He also believes that there's a new way for us to communicate.

“I know a lot of hotels during this time have closed down and have faced major challenges, but imagine the innovation that could come out of hotels thinking about a new way to communicate.”

He said that finding a new way to communicate during lockdown restrictions would fundamentally change things for consumers and those that are away from their families and friends.

He also said that we need to find a way to lead.

“ I think we are challenged in a number of different ways when it comes to Africa, but if you look at the movements that are happening all over the world, you will see that they're being driven fundamentally by young people taking up the mantle to lead. ”

He explained that this new way of leading can gain value by different generations partnering or developing mentorship type of relationships.

“Changing who's leading and who's having the conversation and driving the discussion is critical to how we're going to respond to the new day that we're in closer to home the same kind of discussions are starting to become mainstream.”

A new way to look at our female leaders

He said that corporates and organisations will be faced with a huge challenge if we don't identify our female leaders soon and support them.

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