



Business leaders who fail to rethink to revive will soon be yesterday’s business leaders, warned Priyan Fernando, Chairman of Brandix Lanka Limited, while delivering the keynote speech at the inauguration of the 35th National Conference of Chartered Accountants, organized by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka).

Addressing a 1000+ audience of the country’s corporate glitterati including top business leaders, renowned accounting and finance professionals at the Water’s Edge on 23rd October 2014, Mr. Fernando highlighted that while rethinking in a room or at office is easy, it’s reviving by implementing that takes courage.

“It takes leadership. Leadership is what drives the culture of a company. And it will be our leadership that defines our success moving forward,” he told the audience which also included His Excellency Geoff Q. M. Doidge, South African High Commissioner to Sri Lanka, the Chief Guest at the inauguration ceremony.

He noted that there was no doubt that the world was changing, and for centuries, businesses have innovated and adapted through reconstructions, and industrial revolutions. But, Mr. Fernando emphasized that what sets today’s change apart, even more than its scope, is its speed.

“The world is changing with such tremendous, unprecedented speed that before the dust can settle from one change, another has already taken its place,” he said,

Citing reasons for his claim, Mr. Fernando noted that in the 20th century, the speed of change was measured in terms of decades. “The decades between the radio, the television and the personal computer; the record, the cassette, and the CD. But the 21st century, is very different.”

Mr. Fernando pointed out that this accelerating pace of change means that getting better is no longer enough. “Today, if you aren’t getting better faster... you’re actually getting worse,” he noted.

“Today’s business leaders who fail to Rethink to Revive will soon be yesterday’s business leaders,” Priya

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