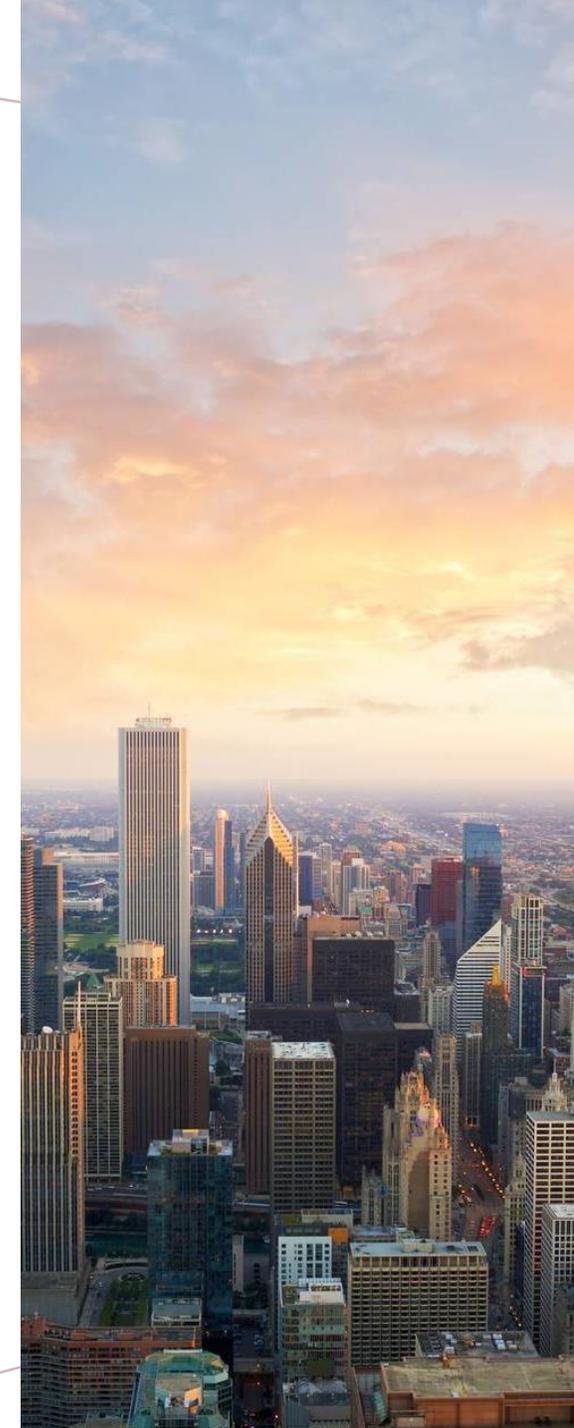




*SCARCITY IS THE
CORNERSTONE OF
EMPLOYABILITY*

Introduction

- ❑ *Employability* ≠ just having a job or degree
- ❑ It is about being a scarce resource in a competitive digital economy
- ❑ *Scarcity* = Unique, in-demand, and hard-to-replace value
- ❑ *Presentation focus*: salaried workers, self-employed (formal/informal), and businesses



THE CONCEPT OF SCARCITY

- ❑ Scarcity is a core economic and psychological principle, e.g., water scarcity, food scarcity, etc.
- ❑ Limited supply + high demand = high value
- ❑ In the economy, those with rare skills and insights are more employable
- ❑ The digital and AI revolution has intensified this reality



CREATING SCARCITY

- *Salaried workers can create scarcity through*
- Continuous learning and reskilling
- Certifications (e.g., AWS, Azure, Data Science)
- Adaptability, collaboration, emotional intelligence
- Building a personal brand (social media, blogging, webinars)

CREATING SCARCITY CONT..

- *Self-employed persons can increase scarcity through:*
- Innovation in services/products
- Strong branding and digital presence
- Technology for operational efficiency
- Building reputation for social network recognition and referrals
- Use of mobile tech & digital platforms (e.g., WhatsApp, social media)



SCARCE SKILLS [OUTSIDE SA GOV LIST]

Skill	Why It's Valuable
Data Literacy	Drives decisions across all sectors
AI & Machine Learning	Automation, prediction, smart systems
Cybersecurity	Protection against digital threats
Cloud Computing	Infrastructure for digital business
Digital Marketing	Online visibility and engagement
UX/UI Design	Enhances user experience and loyalty
Remote Tools	Enables hybrid and distributed teams

An illustration of a person in profile, resting their chin on their hand in a thoughtful pose. The person is rendered in shades of blue and orange. Above their head is a thought bubble containing the word "think". To the left, a glowing lightbulb is shown with a small flame inside. The background is filled with swirling lines and circles in blue and orange, suggesting a state of deep thought or creative process.

think

CONCLUSION

The Law of Success

“Thinking”

So,

“Think”



THANK YOU

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