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Looking into 2010: The shape of things to come

TIM ADDISON, founder of digital marketing agency BIG Strategies sees some light amid the economic gloom.

"FIVE years.

That's how long I think it's going to take us to get out of this mess.

For starters 2010 is likely to be no fun at all.

We've got a state sponsored asset bubble ballooning in front of our very eyes and it's surely going to pop shortly, leaving a terrible mess all over some people's portfolios.

It's amazing that so soon after such a horrendous boom, we're all so naïve or greedy - I'll let you be the judge as to which - as to let it all happen again.

As a grim backdrop to this financial horror show, the looming spectre of unemployment is on the rise. Will it touch 3 million?

Deep and savage public sector cuts, necessary though they may be, are only going to add to the short term pain.

And as if all this wasn't quite horrible enough, the housing market, that trusty lynchpin of all things British and financial is hamstrung; terminally wounded by the virtual removal of its lowest rungs.

So, should you just sleep right on through this one? Duck out for a nap like some latter

day Rip Van Winkle?

I reckon you'd be missing out on some golden opportunities if you did.

There are opportunities for those prepared to get to grips with the new.

There are huge skill shortages in green technologies for instance - things like solar power and ground source heat pumps to name but two. Never has the bleeding emerald edged logic of sustainability looked every bit good business sense as well as common sense.

At the same time, in my own business, we are finding the likes of digital marketers and search engine optimisation specialists extremely thin on the ground.

I think you're going to have to be creative if you want to prosper in this slump. It's no good going through the same tired old motions for the same old effect.

There has never been a better time to throw out the old rulebook and try something new.

