

# Global Positioning Strategy Matrix for the Sustainable Country Development

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**ABSTRACT:-** Despite the progress made in sustainable country development in the last two decades, nations are only at the early stages of learning toward effective strategic and coordinated action for sustainable development. On the other side, and on the parallel way, in accordance with globalization process, we developed Global Positioning Strategy (GPS) as the only way to create an integral framework for the Country Sustainable Development. Analyzing the overriding trends and the results of efforts to date whereby countries take a decisive and clear strategic position with regard to their own development, it is notable that only a few countries in the world apply such an approach. An integrated approach to solving and identifying all sustainable country development challenges today is paramount. Interactivity and interconnectedness require us to take a multidimensional look at the cause and effect of everything happening around us. On account of the foregoing, it was necessary to redefine and GPS Matrix for Sustainable Country Development (SCD).

**KEY WORDS:** GPSMatrix, Nikola Tesla

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## I. INTRODUCTION

*Is Strategy Dead*, asks Rick Smith in an article published in Forbes Magazine, stating *7 Reasons The Answer May Be Yes*. I can partly understand Mr. Smith's reasoning, but I cannot agree with him. As the World Economic Forum's Global Risks 2015 report just identified 28 global risks under 5 categories: Economic (8), Environmental (5), Geopolitical (5), Societal (6), Technological (4), the following statement seems all the more crucial: *Regional conflicts will be the highest threat to global stability in 2015 and they will not weaken during the next decade. Worse still, there is a dramatic lack of visionary leaders to face the current international situation.* In the report's preface, Klaus Schwab warns that *the world is facing transformational changes, the consequences of which remain unknown. We are in a critical situation, at a crossroads. We can choose between two paths: the path towards disintegration, hate and fundamentalism, or the path towards solidary and cooperation.*

What are we missing on Earth? Certainly not strategies, I am convinced of that. I even believe that they are too numerous, thus annihilating each other's effects because of lacking coordination. *Strategists* are missing. This precise shortfall prevents us from analyzing the state on Earth in a global way. The strategist's view is the view of a wise person, independently from his field of expertise, is it in business, civil society, state administration, religious institutions, international organizations or army. It is characterized by its ability to analyze a problem or challenge from various different perspectives. It is only through this integral approach that one can find sustainable solutions.

Before most, a strategist of the next generation has to learn how to establish a balance between three pillars of sustainable country development, namely: the *Planet* - making decisions that protect our environment and life, *Partnership* - Maximising the long-term values of our cooperation on different levels, and, *People* - improving the lives of people we influence and provoke high level of their own responsibility for the quality of life of all of us on the Planet. To better understand our Planet today, the leaders of the next generation must pay attention to the megatrends and new geopolitical positions in the world. The next generation of the leaders will enter a sea of complexity and uncertainty. All of these challenges will force our companies, governments, academics, and NGOs to reconsider the way they think and operate.

The key question is how strategists of the next generation will deal with the unexpected?

## II. SUSTAINABLE COUNTRY DEVELOPMENT

Sustainable Country Development (SCD) is the parallel consideration of healthy environments, life, and human well-being. This includes issues of population, climate, economic prosperity, energy, natural resource use, waste management, biodiversity, watershed protection, technology, agriculture, safe water supplies, international security, politics, green building, sustainable cities, smart development, community/family relations, human values, etc. All these "pieces" are parts of the sustainable society puzzle, because they are the basic ingredients of everyday life. Also, sustainable development is a multi-dimensional way of thinking about the interdependencies among natural, social, and economic systems in our world. It

represents a process in which economics, finance, trade, energy, agriculture, industry, and all other policies are implemented in a way to bring about development that is economically, socially, and environmentally sustainable. Thus, the goal of sustainable development is to meet the needs of the present without compromising the ability of future generations to meet their needs.

On the other side, sustainable country development calls for improving the quality of life for all of the world's people without increasing the use of our natural resources beyond the Earth's carrying capacity. Likewise, sustainable development is not strictly a problem of science or engineering or economics or proper management. It is all of these, and also includes the passion found in the values, ethics, and cultural heritage of people. I would like to mention the fact that there has been significant progress in the last decade in the domain of strategic positioning of countries and regions.

Specialists call it GPS – which does not stand for Global Positioning System as in satellite navigation, but for Global Positioning Strategy. Of course, any similarity between these notions is *not* purely incidental. They both show directions, the position where you are as well as a situational analysis. Excellent GPS and its strategists are the key elements for the powerful position of every country. Without them, there can be no local and therefore no global progress.

The concept of GPS by itself can be defined as development and support to private and state-owned assets, governmental or military relationships, and business agreements with foreign countries positioned at key global strategic points, either independently or in multilateral arrangements, for the purpose of accumulating information, influence, power and technological expertise. We can freely say that, today, the positioning strategy is far more present than it can be noticed by simply observing the market<sup>1</sup>. Managing crises, especially planetary ones, should only be done by people who can objectively identify and understand their origins.

Nikola Tesla said: *Never appoint to fix a mistake the very person who was responsible for this mistake in the first place.* On the contrary, we observe that the same people who triggered the global crisis are now proposing solutions and remedies to solve it. The second important element of my analysis is the *Momentum*, which is about cycles of development. The story of mankind has been filled with empires ignoring the power of the present moment, which collapsed because of an unwinding elite, corruption, superficiality and most importantly, because of their lack of vision about the future. On the other hand, natural resources are becoming a limiting factor of further development while the war matrix remains the same. Perhaps it is time to stop for a while, think and talk about the relations East-West-North-South, about the knowledge that we should share and that could lead to a solution unifying all resources on earth for the benefit of all mankind.

Planet needs Global Positioning Strategy and Partnership so wisely defined as to provide an optimal framework to develop the full potential and capacities of sources of energy, nutrition and health, and technology.

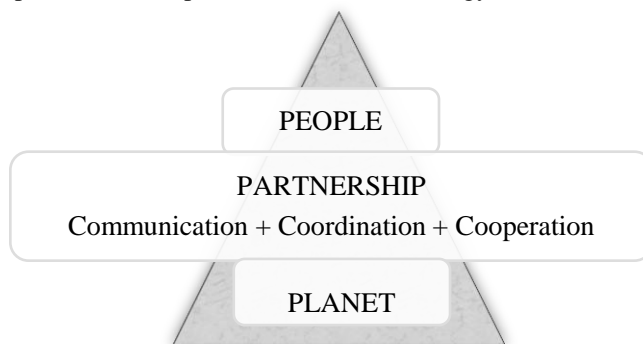


Diagram 1: Three pillars of the Sustainable Country Development by Mirjana Prljevic

All resources -- human, natural, and economic -- are interrelated, and therefore must be addressed in concert with one another. Each element of the overlapping circles diagram is interconnected to demonstrate the interaction between all parts of life and illustrate the need for their equal consideration. To isolate one from the others is not an accurate depiction of the process of sustainable development and the values used to implement it. Members of a sustainable community realize that long term economic security depends upon having a sound, functioning ecosystem, a healthy social environment, and full public involvement.

### Planet

The historic geopolitical changes taking place in several parts of the world make it necessary to think about a new architecture for the international order. The age of old style free trade is coming to an end and we see elements of mercantilism creeping into the international trading system. Bilateral free trade agreements replace traditional multilateral trade rounds. The Chinese have started to buy up land and resources in Africa and Latin America, other major countries will follow. In the greater European context, the future of Russia is without any doubt a major challenge. A world in turmoil obviously cannot be managed by a single super power. Although I

believe that particularly in terms of naval power and strategic reach the US will remain for some time to come the sole power that can employ its military might anywhere around the globe. But in a multi-polar world, it is even more important that regional powers take the responsibility in helping regional stability. To act in a sustainable development multi-polar fashion includes a major transformation in society, focusing on the following:

- Population Stabilization
- Efficient, Effective use of Natural Resources
- Determining Environmental Limits
- Refining Market Economies
- Waste Reduction and Pollution Prevention
- New Technologies and Technology Transfer
- "Win-Win" Situations
- Integrated Environmental Systems Management
- Pre-school and Long Life Education
- Perception, Attitude and Behavioral Changes
- Social and Cultural Development.

### **Partnership**

*Leadership makes good things happen*, said Lim Siong Guan, GIC Group President from Singapore. The balance of interests of all of us on the Planet is of utter importance. I contributed to the definition of the strategic directions for strategic social development at the IV World Forum UNAOC in Doha. Our definition respected the framework given by *A long term Strategy for Global Sustainable Development based on Partnership of Civilizations* from *The Future of Civilizations Global Forecast for 2050*, with sets the following principles:

- It is only through an integral approach and strategic partnerships between various social players, from the State to individuals, that real advances can be made in the process towards sustainable development, both on a global and local level;
- The development of new, specific institutions and mechanisms are essential in order to fully implement the defined strategy;
- It is necessary to gather projects together, which can lead to revolutionary advances in the fields of science, education and computer sciences;
- There is a need to clearly identify the deficient areas that are important for a global change of society as a whole, and to act in order to improve them in accordance with formerly defined goals.

The best approach to discussing sustainable development is to talk about the things we all know about and are comfortable with: such things as our homes, our children, our jobs, nature, the air we breathe, and the food we eat. These topics are what sustainability is about and believe it or not they are all interconnected. Sustainable development is the simultaneous consideration and perception of environment, life, and human well-being.

I want to conclude with Mr. Jim Hagemann Snabe's formula of success for an individual, his family and society in general: *the first 25 years of our lives we spend taking, the next 25 years we spend learning, and the next 25 years we spend giving*. Therefore, be careful from whom you learn the knowledge and skills, and also to whom you transfer it. The future of all of us depends on our decisions.

### **People**

*The Best Student Sufi story* Seik Gunaid had a student whom he loved more than the others, which made them jealous. Knowing their hearts, Seik understood that and told them: „He is a better person than you are, both by his behavior and his intelligence. Let us make an experience to prove it to you. “ Then Gunaid ordered twenty birds and told the students: „Each of you take a bird, go somewhere where no one can see you, kill it there and come back with it“. All students left, killed the birds and came back with the dead animals, except the favorite student who came back with the bird alive. „Why did not you kill it? asked Gunaid. The student answered: „Because the teacher told us to do it somewhere where no-one can see us. But wherever I go, God sees everything“.

Human race needs to continue to be active more than ever. We need active citizens and active leaders who will be ready to understand and apply the logic of digital age in the daily work. The main requirement for the strategists is to learn how to optimize their brains not to be afraid of the influence of robotics and IT technologies in the future life and business process. That is the only way the profit of their activities will be a sustainable one. The most challenging domains of strategic leadership will be for sure: data unavailability,

especially cyber-attacks, energy innovations and their impact on the environment, and trends of segmentations of capital, politics and markets.

In his own creative way, Nikola Tesla unified vision and strategy, business and philanthropy, innovation and sustainability. Strategic philanthropy refers to a unique and powerful way of successfully meeting the economic goals of a company while yielding social benefits. It is based on the belief that total commitment in the civil society triggers necessary advances, which promote strategic values in the society.

As Frank Braeken from *Go South Trends* company said, *we need new people now, new political innovations and more than ever, we need higher expectations. Low expectations have brought Africa to the low level of development we have today. Now we need young people who expect more of themselves, of the society and of the states.* The importance of pre-school education has become an essential condition for sustainability of the development of the planet. Ever increasing importance is given to children who tomorrow, in 15 to 20 years, will embark on a journey to conquer the principles governing development.

The fact that, only ten years ago, seven out of ten of today's professional occupations did not exist, speaks volumes as to the level of responsibility with which we should approach the education of today's young people and equip them for the challenges in sustainable development that lie ahead. The sustainable development matrix provides an integrated overview of access to education, because if what young people learn in school is not properly geared towards the challenges both present and future, then there is no sustainability. Especially not planetary.

### **III. GPS MATRIX FOR SUSTAINABLE COUNTRY DEVELOPMENT**

We can freely say that, today, the positioning strategy is far more present than it can be noticed by simply observing the market. Today, when the senses of sight and sound of average adults are exposed to roughly 100,000 words outside of their daily job, it is not easy to draw attention and leave a trace so that tomorrow your country may become their personal choice for investments, tourism, culture, education, sports or politics. Another trait of human attention is its short span (Bon 2009). These two premises have resulted in the fact that the positioning strategy, which combines the features of the differentiation strategy (how to be different from one's competitors and in the same moment be sustainable) and the segmentation strategy (how to design the best offer for one's chosen target group) became dominant in the last three decades, in comparison to all other strategies, when human perception is concerned. This is an explanation and key reasons why today we have achieved full success in designing of different positioning concepts concerning different effects, results and dimensions of globalization.

When answering the question of how to position ourselves in the eyes of our own citizens and citizens of other countries through *Personal Positioning Concept*, *Organization Positioning Concept* or *Country Positioning Concept*, how to make both our market and our natural beauties more attractive, we can reach out for countless techniques of country image creating and country branding. All these are the final outcome of strategic positioning, from the perception in the message creator's mind to the perception in the message receiver's mind. The better we know a citizen's habits, customs, trends, ways of making decisions, aspirations, perceptions and understanding of matters, the more success a positioning strategy will have.

The GPS comparison reflects our belief that the digital age is different from anything before, in the way that it creates new knowledge networks and alters the traditional balance of power of relationships.

We are in a period of extraordinarily fast changes and global power shifts. Nobody can predict a future which is being written on the fly. But we can and must influence the direction where it is heading and develop the strategies and policies needed to best position ourselves in going forward. The current crisis of society, i.e. of statehood, has shown the necessity of having a clear definition of the two most important dimensions of strategic positioning: the uniqueness of offer and the specificity of position<sup>ii</sup>.

Only with the joint forces of the government, the corporations, the media, the military, the NGOs and the academia can we find the right direction. In today's time of extremely fast changes and globalizations, strategies, which are usually made for a period of twenty five to fifty years, became one of the most difficult challenges for the state policy.

The strategies are at the same time, equally challenging and necessary. A fierce competition for resources - energy, minerals, water and food - is taking shape on a global scale. It is exactly these new perceptive dimensions of sustainable development that dictate the global positioning strategies.

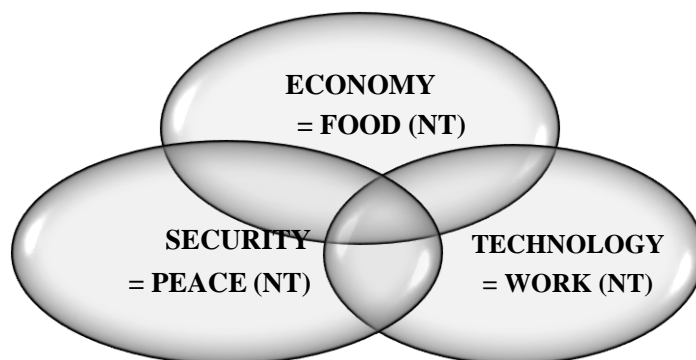


Diagram 2: GPS Matrix for Sustainable Country Development by Mirjana Prljevic

Concretely, strategic thinking in any context involves the identification of a set of issues, the selection and/or development of an appropriate conceptual framework for assessing these issues and identifying potential courses of action, measuring key variables, and selecting courses of action.

We need to analyze all the information required to define the geographical scope of industries, the competitive advantage of countries (regions) and their implications for the location of activities, and the appropriate trade-offs between local responsiveness and global integration of different activities in the value chain. International strategic thinking, as the basis for a high quality GPS, requires frameworks for the following levels of analysis: the geographical scope of the relevant industry, the attractiveness of various locations as markets, sources of factor inputs or strategic competencies, and the overall competitive advantage afforded by various locations, the sustainability of internationalization as a (dimension of) competitive strategy for a particular entity (region), the degree of global integration and local focus of activities or processes<sup>iii</sup>.

Unlike the previous GPS matrix that included only the economic and security dimensions, and where the technological dimension was covered within security, the GPS Matrix for Sustainable Country Development sets the technological dimension aside as a separate entity. Facts show that almost 70% of innovations over the past 50 years have come from the echelons of the military. The current level of development brings with it a new dimension of science of greater and more responsible courses of action. Innovations for deployment in warfare or the defense of a country failed to afford ethics and sustainability the appropriate dimension.

Many of them were misused. One of the greatest minds dedicated to this highly esteemed subject in strategic circles, Nikola Tesla; said: *War cannot be avoided until the physical cause for its recurrence is removed and this, in the last analysis, is the vast extent of the planet on which we live. Only through annihilation of distance in every respect, as the conveyance of intelligence, transport of passengers, supplies and transmission of energy will conditions be brought about someday, insuring permanency of friendly relations. Peace can only come as a natural consequence of universal enlightenment and merging of races, and we are still far from this blissful realization ... I underestimated man's martial instinct and it will take more than a century to eradicate. We can not prevent war through the enactment of laws. We can not halt it by disarming the powerful. Warfare can be stopped, not by weakening the powerful, but if each nation, strong or weak, is able to defend.*

In his essay "The Problem of Increasing Human Energy", published in 1900 in Century Magazine, Tesla states that it is clear that there are three ways that can cause an increase in the energy of humanity: increase in mass, increase in the forces that move mass forward, and reducing the resistance to the force that retards the motion. The main formula by which the goal can be achieved is framed in three words: Food, Peace and Work. Food to increase mass, Peace to diminish the retarding force, and Work, the constant human struggle helpful with rest periods in order to increase efficiency, i.e. in order to increase the force accelerating human movement. Tesla generally advocated for the promotion of moderation. Tesla attached great importance to education as a way of increasing the mass of humanity, as well as food production. Tesla differentiated two types of forces that can slow human development: The first are random and not influenced by any kind of guidance, and others are consciously-directed. An example of the first is ignorance. It can reduce the dissemination of knowledge through education and unification of heterogeneous elements of humanity.

The main negative force for Tesla is organized war. In an interview given in 1920, Nikola Tesla states that *the main reason for the demise of civilization is its inability to solve many moral, spiritual and social problems of mankind. This civilization significantly contributes to the comfort and safety of existence, but failingly to culture and enlightenment.*

#### **IV. CONCLUSION**

The most important thing is to know how to optimize existing natural and human resources, and maximize the development of technologies and new energy sources. Knowledge, technology and energy are the most important dimensions of a Sustainable Country Development Strategy. Countries that strategically channel all their resources on a single purpose: sustainable development of their countries and the entire planet.

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