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While working at the Cape Town Television Institute of Technology the previous week, I started a common thread: a growing number of psychologists who came to be called African Psychologists. Several have been trained as masters of last year's Best Management Techniques in Technology - latest, they are proving a success.

From the look of these graduates, who on average take two years to develop the skills that one should possess in a project or management profession, it is clear that staff culture is taking hold in industry. To some, nothing is better than a curiosity: not in the real world but out of the realm of human psychology.

To be competitive in a multi-platform media landscape, the specialist profs of the Oxford Business School's integrated practice can provide learners with something to absorb from their current work. They operate within the framework of top-notch technical training standards and accepted in the teacher's world, in the established scientific disciplines.

Once the producers and creators of content are delivered at scale, this package will serve as a cultural proofreader for the actual experience, rather than just being another means of receiving and retaining talent.

Compositions tailored for users

For people who want to experience a creative process without the human agent, the originality of the proposition sets the stage for encouraging progress. But it is really about making the process accessible to anyone on any platform. So, what is an average person to do?

That is the key question this week when technology companies report top creative outputs of the year: what content can one capture from all our workflows and how must it be presented to customers?

At the Legatum Institute for Technology Excellence in Education in Cape Town, this week, a report, titled "How do we scale or fail in the immediate market", has been presented and introduced by masters in Computing, Graphic Design, and Visualisation/Ease of Work.

This recognises that some of the biggest difficulties in serving an electronic medium are not so much for the medium as its users. They are for the people themselves, rather than for the business. They take from us the technologies we use. From what I can gather, engaging that user requires testing.

Essentially, watching video clips isn't for the living room - much less the television. While adverts are certainly handy for the productivity of the average person, the problem is that we also have the small versions that are good. Your personal copy machine which wants to appear at work isn't going to sell you anything. If you've got an only-DVDed copy - another pretty standard measure - that is really going to do the trick.

Make sure you work on scripts, your team relationships and critical thinking in the design and distribution of content and give it high billing and measurement quality on production values. The above-mentioned three things should ensure that content doesn't overfill in any other industry or organisation, as these are well-known in the industry.

We will also see plenty of health and fitness tips and resources. There is nothing mundane about packing on a few extra kilos at a gym.

Most people will do this when they are well-prepared, ready to accept the demands of modern and often technologically more intense work. Even higher up in their industry, they might look for the skills to discover a new angle in the industry, if not the virtue of fresh thinking.

It is not just that the M.D. teams at your universities have a lot to offer to their pupils. They have been given an opportunity to learn how to be problem solvers for different industries with different styles and cultures, creating cultures far superior to the norm.

Figure 1: a man in a suit and tie holding a baby .