

BUSINESS LEADER JOURNEY: Navigating this difficult crisis

	SURVIVE	PIVOT - ADAPT	THRIVE
	Adapt rapidly to the current market conditions in one of three severity categories: busy but disruption, low impact or high impact.	Explore innovations, pivot strategies, adapt delivery or business models and develop new products or services for an evolved marketplace.	Be on the front foot as the market slowly returns in some areas and rapidly returns in others. Be ready with improved capabilities, clear strategies and a stable business to meet emerging market needs.
All Scenarios Strategies applicable to all impact severities	<ul style="list-style-type: none"> As a leader keep calm, strategic and in regular communication with your team, suppliers, advisors and customers. Have a <u>disaster scenario plan</u> in place based on your circumstances for business continuity. Receive quality financial direction to develop an appropriate survival strategy. Create a core group from the leadership team for a daily 'war room' discussion on priorities, strategies and actions. Embrace online technologies for all communication. Have a clear 30-day <u>One Page Plan</u> for the business reviewed weekly (if not daily) and adapted monthly as required with the core leadership team. Watch stress levels and mindset for all (you and team) and take time away for mental health and fitness 	<ul style="list-style-type: none"> Review your business vision. Has anything now changed due to the crisis? Where are there opportunities to pivot into new markets or new products / services? Are there opportunities for growth in new markets? Review innovation / technology opportunities around your products / services you can fast-track or bring-forward in your planning during this time of high disruption. Review best practice and competitors. Where are there opportunities to evolve the structure of the organisation? What capabilities and resources are required for potential innovations? Is there new people talent or training that is required for future success? Perfection is the enemy of good. Get new thinking 80% right and move. Embrace Minimum Viable Solution (MVS) thinking. Experiment and trial before making a big investment. Watch making big decisions too quickly. Consider a new Sales Strategy 	<ul style="list-style-type: none"> Do a Growth Plan to accelerate new sales with lessons learnt and evolved products and services on offer. Support the development of highly targeted marketing activities (around high growth, high profit service offerings) with an evolved sales process. Implement an authentic <u>contact program</u> for customers. Evaluate <u>change success</u> probability to guarantee success. Use a <u>Strategic SWOT</u> to help as you return to normal to leverage what you learnt through the crisis into strategies that should be included to your strategic plan. Have a new Sales Strategy aligned to all.
BUSY Business still going well but disruption to way you operate. Demand may even be increasing	<ul style="list-style-type: none"> Review operational capability to ensure can demand fluctuations Review <u>risk mitigation strategies</u> as demand fluctuates and health concerns need addressing in all areas of the business Review recruitment options. Stay strong on criteria / values. Create a new daily rhythm to manage the team and communicate priorities remotely or safely in person. Regular review of market trends to update disaster scenarios 	<ul style="list-style-type: none"> Do a strategic plan to explore using any excess funds gained during this time to fund 'wild cat' new opportunities and innovations. How can you evolve your product / service surround and reimagine them in an evolved market? Review the team to look for future leaders discovered through this crisis who can step up in the business. Accelerate them. 	<ul style="list-style-type: none"> <u>Run rapid problem solving</u> meetings to solve pressing growth challenges and manage potential drop off in demand as crisis abates. Capitalise on strengths built during this period to attract new customers. Use war stories. Leadership development of identified emerging future leaders.
LOW IMPACT 10-20% reduction to revenue with uncertainty and short-term impact	<ul style="list-style-type: none"> Determine how team members can be re-purposed during this time to help in other areas OR work on future planned projects Review <u>risk mitigation strategies</u> as demand fluctuates and health concerns need addressing in all areas of the business Regular review of market trends to update disaster scenarios Where can you reduce costs and inefficiencies? Develop sales technique online while out of the field. 	<ul style="list-style-type: none"> Do a strategic plan focused on recovering lost business and evolving into potential new product and service areas. How can you evolve your <u>product / service surround</u> and reimagine them in an evolved market? Review the team to look for future leaders discovered through this crisis who can step up in the business. Accelerate them. Begin a reset of Sales Strategy and Sales team. 	<ul style="list-style-type: none"> Re-connecting with lost customer segments via the <u>contact program</u> that should have stayed active during the crisis. <u>Priority management</u>. Leadership development of identified emerging and future leaders. Set Tactical Sales Plans and update forecasts.
HIGH IMPACT More than 50% reduction in revenue or business has stopped	<ul style="list-style-type: none"> Develop a plan to reduce as many costs in order to 'hibernate' core parts of the business during this brief period of disruption. Determine key leaders and team needed to plan for recovery What professional development can be undertaken while in hibernation? What will be a new rhythm for the business? 	<ul style="list-style-type: none"> Do a strategic plan focused on returning as a leaner, evolved business post the crisis where this is an opportunity to make major changes to the way you do business and the people if required. Review the potential market trends post crisis and prioritise changes to operational structure, models the business can embrace. Complete a new Sales Strategy and forecast. 	<ul style="list-style-type: none"> Re-connecting with lost customer segments via the <u>contact program</u> that should have stayed active during the crisis. <u>Priority management</u> Recruitment of new team members for the business. <u>Workforce planning</u> within a re-imagined business. Align all to the new Sales Strategy. (All are in sales now)
STRATEGIC SUPPORT Mindshop tools, courses available to help you	<ul style="list-style-type: none"> In online courses: <ul style="list-style-type: none"> ✓ <u>Strategic Planning & Profit Improvement</u> ✓ <u>Self Confidence & Personal Growth</u> ✓ <u>Sales Performance</u> ✓ Other courses where immediately needed in the In the toolbox: <ul style="list-style-type: none"> ✓ <u>Disaster Scenario Planning</u> ✓ <u>Workforce Planning / Continuity Planning</u> ✓ <u>Waste Audits</u> ✓ <u>Risk Mitigation - FMEA</u> ✓ <u>One Page Plan</u> ✓ <u>Rapid Problem Solving</u> 	<ul style="list-style-type: none"> In online courses: <ul style="list-style-type: none"> ✓ <u>Developing strategy in volatile times</u> ✓ <u>Leadership Development</u> In the toolbox: <ul style="list-style-type: none"> ✓ <u>Competitor Analysis</u> ✓ <u>Change Success</u> ✓ <u>Strategic SWOT</u> ✓ <u>Product Portfolio Analysis</u> ✓ <u>Product Surround</u> ✓ <u>Rapid Problem Solving</u> 	<ul style="list-style-type: none"> In online courses: <ul style="list-style-type: none"> ✓ <u>Growth Strategy</u> ✓ <u>Problem solving skills</u> ✓ <u>Tactical Sales Planning</u> In the toolbox: <ul style="list-style-type: none"> ✓ <u>Mindshop Process</u> ✓ Range of Sales Strategy tools ✓ <u>Must-Should-Could</u> ✓ <u>Change Success</u> ✓ <u>Issue Ranking</u> ✓ <u>Workforce Planning</u> ✓ <u>Rapid Problem Solving</u> with strategic SWOT

