

Overcoming Challenges Posed by the Ongoing Pandemic: Lessons Learned

PART 2 OF OUR COVID-19 RESPONSE AND RECOVERY SERIES

► As the COVID-19 crisis continues to unfold, political and business leaders alike appear to be fumbling in the dark, applying a wide variety of untested measures to limit the damage to their economies, communities and operations. Amid all of this, a paradox is surfacing: the passage of time is negatively impacting revenue in organizations, and yet it allows us to learn, and to enhance mitigation strategies that can help to ensure business continuity and protect people concurrently.

7 Key Lessons Have Emerged



Your People Are Paramount

Provide security and clarity to employees, and demonstrate commitment to keeping them safe and employed.



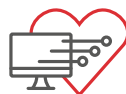
Know the Risks You Face and How to Mitigate Them

Identify critical assets and threats/impacts of disruption and determine mitigation strategy. Focus on vulnerability, not probability.



Be Agile and Adapt

Rethink your approach to market and production. Encourage bottom-up innovation to uncover opportunities.



Embrace Digital, Or Else

Digitalization will help you meet your clients where they are and realize significant efficiencies.



Leverage Change Management to Adapt Your Working Culture

Create a compelling corporate vision, build appropriate structure and policies and communicate the change, and why it is necessary.



Calibrate, then Recalibrate

Be ready to adjust sales and production to focus on sectors and geographies in recovery. This will shift constantly, given the multiple waves of the pandemic hitting countries.



Reimagine the Future

Focus on pandemic response, quarantine living, post-pandemic life and reinventing hard-hit industries. Adjust your product or sales channel to fit in one of these spheres.

NOW IS THE TIME FOR COMPANIES TO BE DISRUPTIVE AND EMBRACE NEW THINKING, AND NEW WAYS OF WORKING.

A focus on protecting employees and controlling risks will minimize disruption, providing the space to adapt and evolve.

To learn more about best practices in how to respond and recovery from this crisis, visit <https://www.consultdss.com/covid-19-resources/>