

ready. set. reopen.

# YOUR BOUNCE-BACK PLAN

This is a time for the NEW AVANT-GARDE



## CURRENT CONTEXT

We need to start looking forward!

Volatile  
Uncertain  
Complex  
Ambiguous

Landmarks  
• public health  
• policies  
• supply chains  
• capacity

will there be a second wave?



How do we stay human centered?

## PIVOT and PREPARE

crisis (!!!) management

look at scenarios:

- limited groups
- personal protection
- testing
- tracing
- isolate: monitor
- supply chain

2020...

+ treatment  
→ vaccine  
herd immunity

2021...

## CRITICAL PATH

two steps back, one step forward

- redesign business model to optimize for customer needs
- consider supplies & expenses
- prep staff + tap expertise
- revamp facilities
- communicate transparently
- get ready for testing
- learn about tracking
- anticipate vaccine

STAY STRATEGIC!



DIFFERENTIATION ZONE

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