ready. set. reopen.

YOUR BOUNCE-BACK PLAN

CURRENT CONTEXT

- Volatile
- Uncertain
- Complex
- Ambiguous

will there be a second wave?

Landmarks
- public health
- policies
- supply chains
- capacity

urgency trade-offs

We need to start looking forward!

PIVOT and PREPARE

- crisis management
- look at scenarios:
  - limited groups
  - personal protection
  - testing
  - tracing
  - isolate:monitor
  - supply chain
  - treatment
  - vaccine
  - herd immunity

2020...

2021...

How do we stay human centered?

CRITICAL PATH

two steps back, one step forward

STAY STRATEGIC!

This is a time for the NEW AVANT-GARDE

- 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

DIFFERENTIATION ZONE