



READY. SET. REOPEN.

A PRIMER FOR YOUR BOUNCE-BACK PLAN

AS OF APRIL 20, 2020

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CIZ
DIFFERENTIATION
ZONE




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WELCOME

Welcome! This deck is your Read-Set-Reopen primer to get you thinking contextually about our current climate before using the Bounce-Back Plan template.

Here's a brief look at what we'll cover in the following slides:

- ✓ Current Context
- ✓ Let's Review the Unknowns
- ✓ What Is Our Reality?
- ✓ Best Case Scenario & Critical Path
- ✓ Ready, Set, Reopen Overview
- ✓ How to Pivot & Prepare
- ✓ An Invitation



"... it won't be as if someone hits a button and things instantly reset to the way they were. Like other historical pandemics, this one is likely to recur in waves over the next 6 to 18 months, flaring up in hot spots and threatening to spread again. Our own interim period may be shorter or longer, depending on how quickly antiviral therapies are put in place, a vaccine is mass-produced, or we develop herd immunity. Businesses will have to prepare for this new normal."

Richard Florida and Rana Florida

[Fast Company: The coronavirus is crushing the economy. Here's how to bring it back.](#)

Avant-garde

a small troop of highly skilled soldiers who went ahead of the rest of the army to explore the terrain and warn of possible danger.

This is not going to be easy.
Some of us need to chart the trail.





Current context

COVID-19 EMBODIES “VUCA”

- Concept originated at the U.S. Army War College to describe the world after the Cold War
- Characterizes the external environment and leadership required to navigate it

Volatile + Uncertain

Is it predictable?

Complex + Ambiguous

Is it knowable?

[Forbes: How VUCA is changing business](#)

[HBR: What VUCA really means for you](#)

NEW TERRAIN

Our future is guided by landmarks outside our sphere of knowledge and locus of control

Public health indicators

Local, state, and federal policies

Global and national supply chains

Manufacturing capacity

This is new terrain for purpose-driven strategists

UNKNOWN

Who has COVID-19?
Who might have it?

Who might be immune?
What does immunity mean?

Will there be a second wave this fall?

Note: All pandemics in U.S. over the past century have had a second wave

REALITY

Health care and front line are priorities.
What about the general public?

When will there be sufficient PPE for the general public? Small businesses? Nonprofits? Gig workers?

When will fast and reliable testing be available for the general public? What % of us need to be tested? How long will that take?

REALITY

We do not have an effective national
strategy to produce and procure
necessary supplies

Protect

**Test
Treat
Prevent**

[Federal Guidelines: Opening Up America Again](#)

[Denver Post: DeGette: Trump must use powers to produce testing supplies needed to reopen](#)

STATES ARE BALANCING

Urgency

and

Tradeoffs

Need for massive scaling of a health system that has struggled to keep up

[CPR: Here's what Colorado's new normal might look like in a best-case scenario](#)



Best Case Scenario and Critical Path

EX: COLORADO'S BEST-CASE SCENARIO

Physical distancing – Ongoing; group sizes limited

Personal protection – Widely available PPE

Reopening – Staggered over time

Testing - Widespread and rapid

- Diagnostic test for presence | Antibody (serological) test for exposure

Treating – Effective treatments are in place

Tracing + Tracking – Quickly ID the sick and track down people they encountered

Isolating / Monitoring - High-risk individuals are isolated or monitored

Supply Chain – Stable, reliable, adequate, and timely supply of materials

Vaccine – Effective and widely used

This is what
success looks
like.

EX: COLORADO'S BEST-CASE SCENARIO

Eventually the virus will be controlled
with a combination of

Proven treatments

Effective vaccine

A CRITICAL PATH

Test

Treat

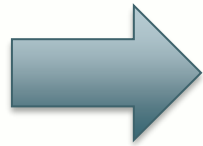
PPE

Trace + Track

Isolate + Monitor

Supply Chain

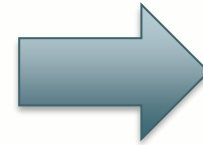
Medical capacity



Herd Immunity

Effective Treatment

Vaccine



Next
Normal
Daily Life



Ready. Set. Reopen.

READY. SET. REOPEN.

Pivot + Prepare

2020

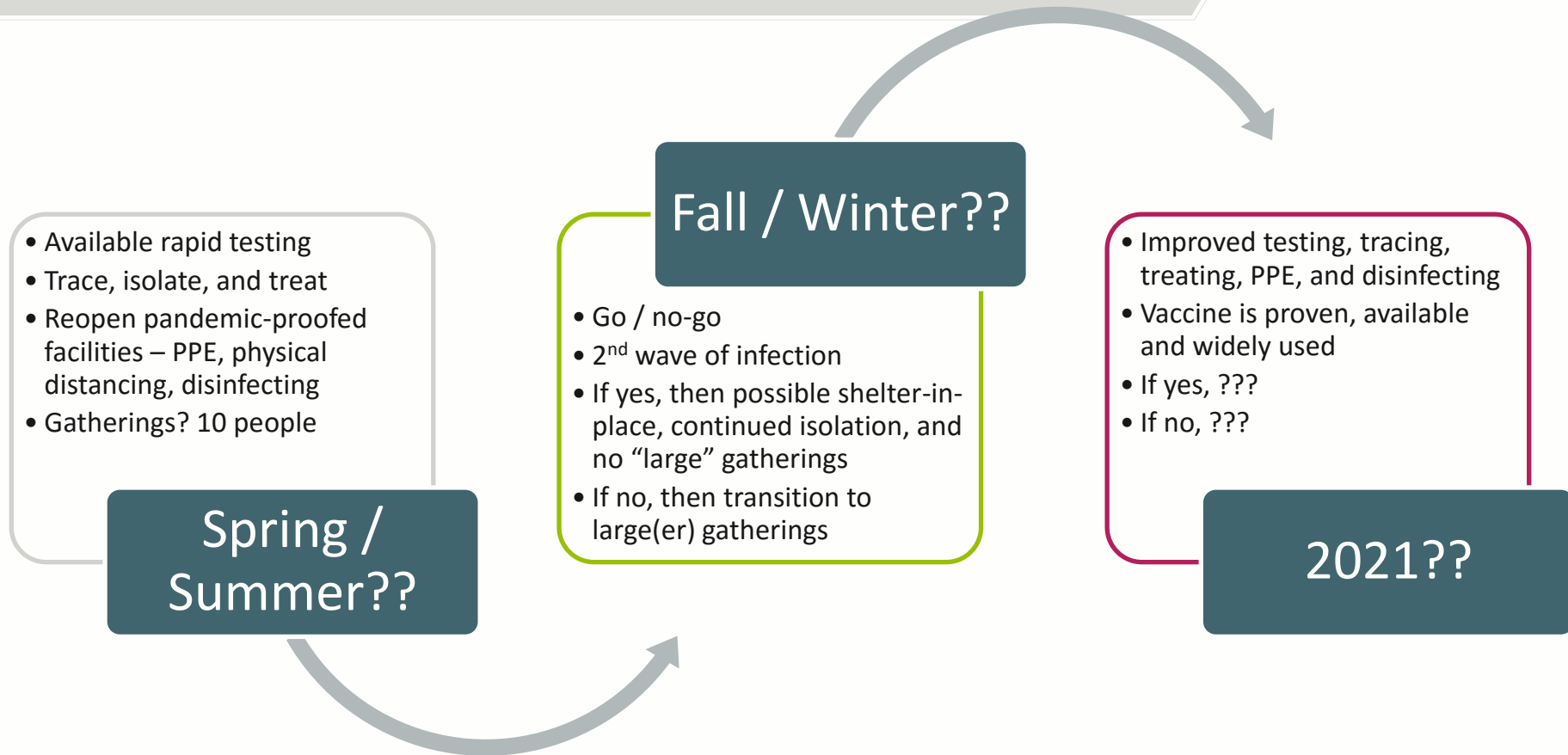
**Crisis management + future scenarios
Learn + adapt + move forward**

2021

**Update scenarios
Learn + adapt + move forward**

Keep our eyes on 2022

PIVOT AND PREPARE FOR POSSIBILITY OF:



What to do when the tried and true is inadequate to the task?

Discover new landmarks.

Blaze a fresh trail.



YOUR BOUNCE-BACK PLAN

- ✓ Create a resilient strategy
- ✓ Redesign your business model
- ✓ Prep your people
- ✓ Revamp your facilities
- ✓ Fast-track pandemic supplies
- ✓ Communicate transparently
- ✓ Get ready for testing
- ✓ Learn about tracking
- ✓ Anticipate vaccines



Let's walk through the plan together.

YOUR BOUNCE-BACK PLAN



Ready. Set. Reopen: Your Bounce-Back Strategic Action Plan

Are you ready to reopen? Prepped for the pivot? Guess what? Sometime soon stir crazy people will be ready to engage with your organization. Your future will be guided by macro-level milestones, largely driven by public health indicators and a combination of local and state policies.

Launch your task force. It's time to get started. There is much to learn as we plan for the next normal.

Differentiation Zone® has created your **Bounce-Back Plan**. We advise you to focus on essential actions for the next one to two years.

Pivot Your Strategy	Prepare for the Next Normal
In this section, we address the realities of today.	In this section, we prepare you for the work ahead.
Your Goals: Create a resilient strategy Redesign your business model Prep your people Revamp your facilities Fast-track pandemic supplies Communicate transparently	Your Goals: Get ready for testing Learn about tracking Anticipate a vaccine

Your plan template is on the following pages and organized in two sections. Feel free to make it yours. These objectives and recommended action steps are intended to fill in the gaps of new areas, such as public health testing, that historically haven't been included in strategic plans.

YOUR INVITATION, TRAILBLAZERS

Join me in the new avant-garde

Track trends and milestones
Update scenarios along the way
Share learnings
Prepare to pivot

Provide leadership
Share foresight
Collaborate across sectors

WELCOME TO THE NEW AVANT-GARDE

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