READY. SET. REOPEN.

A PRIMER FOR YOUR BOUNCE-BACK PLAN

AS OF APRIL 20, 2020
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

NYT: Coronavirus in America: The Year Ahead
UNKNOWNS

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

**Federal Guidelines: Opening Up America Again**

**Denver Post: DeGette: Trump must use powers to produce testing supplies needed to reopen**
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

CPR: Here’s what Colorado’s new normal might look like in a best-case scenario
Eventually the virus will be controlled with a combination of

Proven treatments

Effective vaccine

CPR: Here's what Colorado's new normal might look like in a best-case scenario
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:

- Available rapid testing
- Trace, isolate, and treat
- Reopen pandemic-proofed facilities – PPE, physical distancing, disinfecting
- Gatherings? 10 people

Spring / Summer??

Fall / Winter??

- Go / no-go
- 2nd wave of infection
- If yes, then possible shelter-in-place, continued isolation, and no “large” gatherings
- If no, then transition to large(er) gatherings

2021??

- Improved testing, tracing, treating, PPE, and disinfecting
- Vaccine is proven, available and widely used
- If yes, ???
- If no, ???
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.

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.

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<th>Pivot Your Strategy</th>
<th>Prepare for the Next Normal</th>
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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

Differentiation Zone

karla@coronainsights.com

LinkedIn | Twitter | Facebook | Instagram

Karla Raines
LinkedIn