

LESSONS THE PANDEMIC TAUGHT ME – OR SHOULD HAVE

1

DON'T DRAW TOO MANY CONCLUSIONS FROM AN UNUSUAL SITUATION

Just because money was saved on extraneous costs this past year, doesn't mean the same cuts will work in the long term, post-Covid.

- CFOs and finance departments have realized the money they can save by cutting certain things out (i.e. travelling, conferences, ordering in lunch, etc.)

The past year was the most unusual of times. Continue to invest in your team and create experiences to enrich learning and connection opportunities.

2

MOVE FAST – YOU DON'T HAVE AS MUCH TIME AS YOU THINK

Organizations learned that they could move faster and be more nimble than they ever imagined – but the pace of change is not slowing down.

Don't go back to rigid planning and slow decision making just because things return to "normal".

Keep up that grit and agility developed while in crisis mode. Trust the people hired to make the decisions to actually make them!

Keep everyone aligned to a mission or rally cry, even as you "get back to business"

3

TAKE RISKS, FAIL FAST, INNOVATE OFTEN

Don't take your foot off the gas pedal of innovation just because the crisis settles down.

2020 has laid down the framework of innovation, allowing organizations to try out things they always wanted to:

- Retooling manufacturing floors
- Shift to Curbside Pickup
- E-commerce and DTC
- Acceleration of social media marketing and promotions along with community engagement
- Retailers suspending flyers and opting for digital versions

Take risks and carry the pace of change and innovation achieved in 2020 beyond the next year.