

MOVE AWAY FROM REACTING

Six months into the COVID-19 pandemic, we should all have a clear sense of how we responded to global disruption. How can we prepare for the next normals proactively?

- Reflect on lessons learned from the past six months what has worked? what are you learning? where can you improve? what creative actions did you take in response to COVID that should be operationalized
- Refocus on your company purpose and values
- Rebuild team morale - celebrate wins, both big and small; encourage and acknowledge the efforts of all
- Rethink short and long-term priorities - don't ditch all long term plans even if that's your reflex
- Reset strategic plans - year long roadmaps should be living guides that are revisited and adjusted as needed
- Return to revenue
- Reimagine office and work-from-anywhere norms

- Reevaluate how you listen to employees and customers, how you take action, and how you close the loop
- Repurpose team members to roles with max customer value; everyone benefits by spending time working more closely with customers and/or those directly serving customers
- Reuse effective ideas and leading practices to avoid reinventing every wheel - imitation isn't always a bad thing!
- Recapture culture of innovation, imagination, creativity, and effective problem solving
- Refine technology investment plans - to focus on max customer impact
- Revisit sustainability practices - where can you do more?

More Information

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THE NEXT NORMALS

ADAPTABILITY

STRATEGY & EXECUTION

AGILITY

EXPERIMEN- TATION