



THE BUSINESS IMPACT OF COVID-19:

THE ONLY WAY OUT IS

FORWARD

Reevaluate, Reimagine
& Reemerge with R³



The COVID-19 crisis isn't over, but now is the time to prepare for a future that looks far different than the one your company—and your employees—expected.

Wiped out from the whirlwind? Suffering from crisis-caused paralysis? We understand. Every client we work with—from leaders in life sciences to major industrial manufacturers to higher ed institutions—has experienced some degree of both.

It's time now to break free. To move forward with as much clarity as possible. And, most importantly? Confidence. The confidence to discern the opportunities that will position your company well in this new future from those that may be on shaky ground. And the confidence to put strategies in motion that will help you thrive in a post-coronavirus era.



QUESTIONS YOU'RE Obsessing Over

Pivoting a large, complex business is not for the faint of heart. If you're a leader of one of these operations—either from the C-suite or within a business unit—you're likely grappling with big, existential questions about how to move your business forward. **Questions like:**

- Is it too early to start planning for our company's needs after social distancing ends?
- How do we manage present issues without losing focus on the future?
- How do we take care of our people and our business after this is over? Will it ever be over?
- Some changes will be irrevocable: How can we best equip ourselves for what's ahead?





It's true. We are fresh out of crystal balls (so is everyone else). But three things are abundantly clear to us.

First, strategy matters. You'll need new approaches to ensure you land on the right one. But implementation of those strategies? We believe this is the hardest part.



Second, successful execution of your forward strategy will hinge on the ability to fundamentally change the way your people work together. With each other, with customers and patients, with partners.

Third, there's no going back to "business as usual." The need for new ways of working will not abate. If anything, it will escalate.

These factors will ultimately determine whether your company survives or thrives.

What's your company's way forward? Not sure yet? You aren't alone.





WHAT WILL Tomorrow Bring?

Right now, the future looks uncertain. One thing you do know with certainty? You're facing unprecedented challenges as you continue to manage day-to-day business operations, adapt to ever-changing customer/patient landscapes and try to anticipate the needs of your employees.

It's become a cliché to say, "never let a crisis go to waste." However, there's truth in the cliché; **by springing into action while competitors are frozen in place**, companies can position themselves to thrive, not simply survive, in the future.

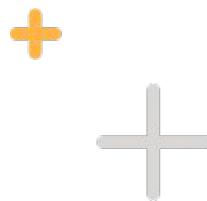


RE: YOUR GO-FORWARD COVID Strategy

You may be in triage mode now, but when the dust starts to settle*, you'll need to have already hit the ground running. To thrive (not just survive) in the post-COVID era, organize your efforts into three clear phases:

- Reevaluate
- Reimagine
- Reemerge

This isn't any old three-step process. By tackling each phase in the right way and in the right order, their impact is exponential. With the R³ approach, you can swiftly **reevaluate** your processes and protocols—keeping what works and ditching what doesn't—**reimagine** a path forward and **reemerge** with a clear strategy in place.



*we promise, it will.

REEVALUATE:

Start, Stop, Sprint



Reevaluate:

Take stock of the current state of affairs through the lens of what works, what doesn't and what needs to be accelerated in order to **be ready for a new future.**

Why does reevaluation matter?

- It helps you to "snap the line" on the present while planning for the future. Reevaluation allows you to manage the peaks and troughs with clarity so you can understand what's working and jettison the rest.

Reevaluation will help you navigate:

- Uncertainty across several business areas, enabling you to pivot from reactive to proactive thinking.
- Rapidly changing environments and other sources of stress, anxiety and disruption.
- Workforce and customer expectations, which will continue to ebb and flow moving forward.



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The Work to be Done

Rapid assessment with a focus on **problem space**

Audit **customer demands**, marketplace and revenue drivers

Document **backlog of challenges and opportunities**

Audit **workforce** capabilities, skills and knowledge

Determine **data** and **digital** capabilities required to enable operations

Outcomes and Impact

Understanding of what works (**start**), what doesn't (**stop**) and what needs to be accelerated (**sprint**)

Efficiency and profitability by aligning customer journey to most valuable work

Distinguish opportunities that can grow and scale from those that are now burdens

Baseline of workforce to reallocate, train and prepare for future success

Insight into how data and digital strategies can help employees better serve customers

REIMAGINE:

Invent a New and Improved Normal



Reimagine:

Challenge the status quo through new ways of thinking, behaving and operating. Foster a creative mindset and explore new solutions to thrive in a future that looks altogether different.

Why does reimagination matter?

- Once you've nailed down which processes, tools and strategies work, it's time to embrace this "new normal" and to think, behave and work in new ways. Reimagining what's possible will help you understand COVID-related challenges more deeply and use them as a catalyst for greater organizational change.

Reimagination will help you take steps toward:

- Breaking old habits—it can be tempting to revert to what's familiar even when there are better ways of doing things in the new normal.
- Discovering new ways to address the changing needs of employees and customers, challenging legacy standards and industry norms while unifying leadership mindset and action.
- Identifying new opportunities to elevate, differentiate and improve experiences in the industry, for customers and with employees.

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The Work to be Done

Define **vision** and rethink your **operating strategy** to spur growth

Focus **priorities** on opportunities that will drive value and innovation

Align **leadership** on direction and priorities to set the right tone from the top-down

Develop **strategic roadmap** to accelerate transformation

Outcomes and Impact

Strategy that focuses on outcome and value realization for your customers and employees

A better CX and clear path to revenue recovery

A "rallying cry" that provides purpose, confidence and motivation to employees

An actionable plan that organizes resources to quickly adapt to new priorities and demands



REEMERGE:

Secure Your Best Future

Reemerge:



Chart a course forward and come back stronger, both for customers and employees.

Embrace a culture of change through the build, launch and communication of new products, programs and services.

Why does reemerging (with a plan) matter?

- By working together in new ways through a deliberate, intentional and focused program, you can come out of this stronger than you were before the crisis.

A clear reemergence program will help you:

- Establish a sustainable timeline that helps you heal, not just manage
- Prioritize the highest impact initiatives to answer the question: "What comes first?"
- Put a feasible plan of action in place to mitigate uncertainty and define your company's tomorrow



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Reemerge:

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The Work to be Done

Establish a **reentry program management** organization

Create a **customer / employee experience playbook**

Enable operations and workforce through **digital** capabilities

Establish **performance metrics and plans** to execute strategic changes

Facilitate **change management** to prepare your workforce

Outcomes and Impact

Standardizes work across the organization

Focuses resources on desired outcomes and value demanded by customers / employees

Data transparency and automation allows for collaboration, innovation and efficiencies

Positions teams for success through clear roles, accountability and decision matrices

Addresses culture, communication, skills and capabilities for a successful transformation

REEMERGE:

Focus on Function

Functional leaders across nearly every organization and industry have felt the blow dealt by COVID-19. Large, complex companies need to develop a reemergence program that is powerful yet flexible, allowing functional leaders to customize their approach to the retooling that will be required. The following areas will more than likely require particular attention:



Finance, HR & IT

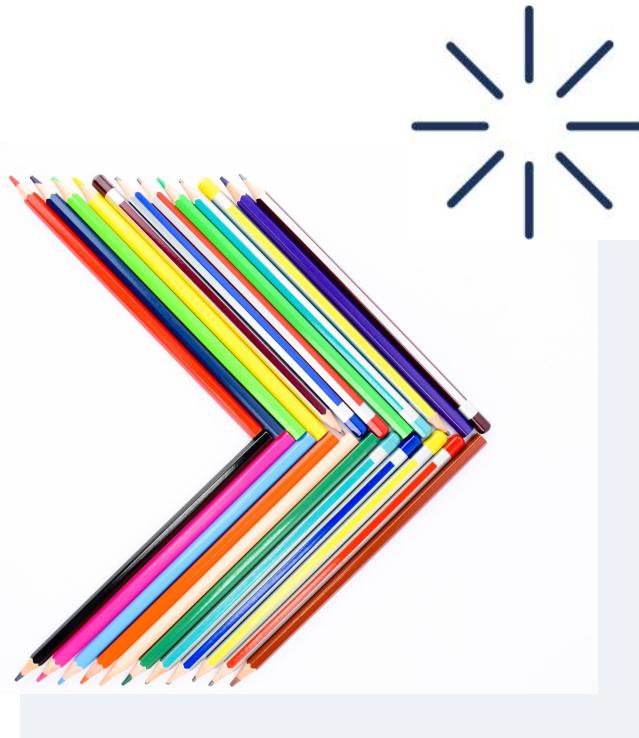
- Resource Allocation
- Prioritization
- Workforce Enablement

Sales & Marketing

- Customer Needs
- Digital Capabilities
- Targeted Outreach

Supply Chain & Operations

- Automation Technology
- Supply Chain Diversification
- Risk Mitigation



Today. Tomorrow. And Far Into the Future.

Cultural shifts, operational efficiencies, supply chain optimization—the stuff of true transformational change—take time, focus and perseverance to achieve. None of the changes or approaches we've spotlighted will take hold overnight. But swift movement is feasible, and necessary.

We may not have all the answers today (crystal balls in short supply and all), but we do have the creative mindsets, data-driven opinions and forward-thinking people to get the job done. We're with you, today, tomorrow and far into the future, rolling up our sleeves to **define and implement** the strategies that will get you where you want to go.

Because let's face it: Coming up with a plan to change the way people work together is challenging, but not impossible. Putting your strategy into action, measuring its success and seeing real results is the hard part—and it's where we're at our best.

Navigate

To discuss your path to reemergence, and thriving in a post-COVID era, get in touch. info@navigatecorp.com