

**Survive – Pivot/Adapt – Thrive Webinar**  
**Leading successfully through the crisis**

Randall & Payne EPIC – 15 May 2020  
Facilitated by Will Abbott



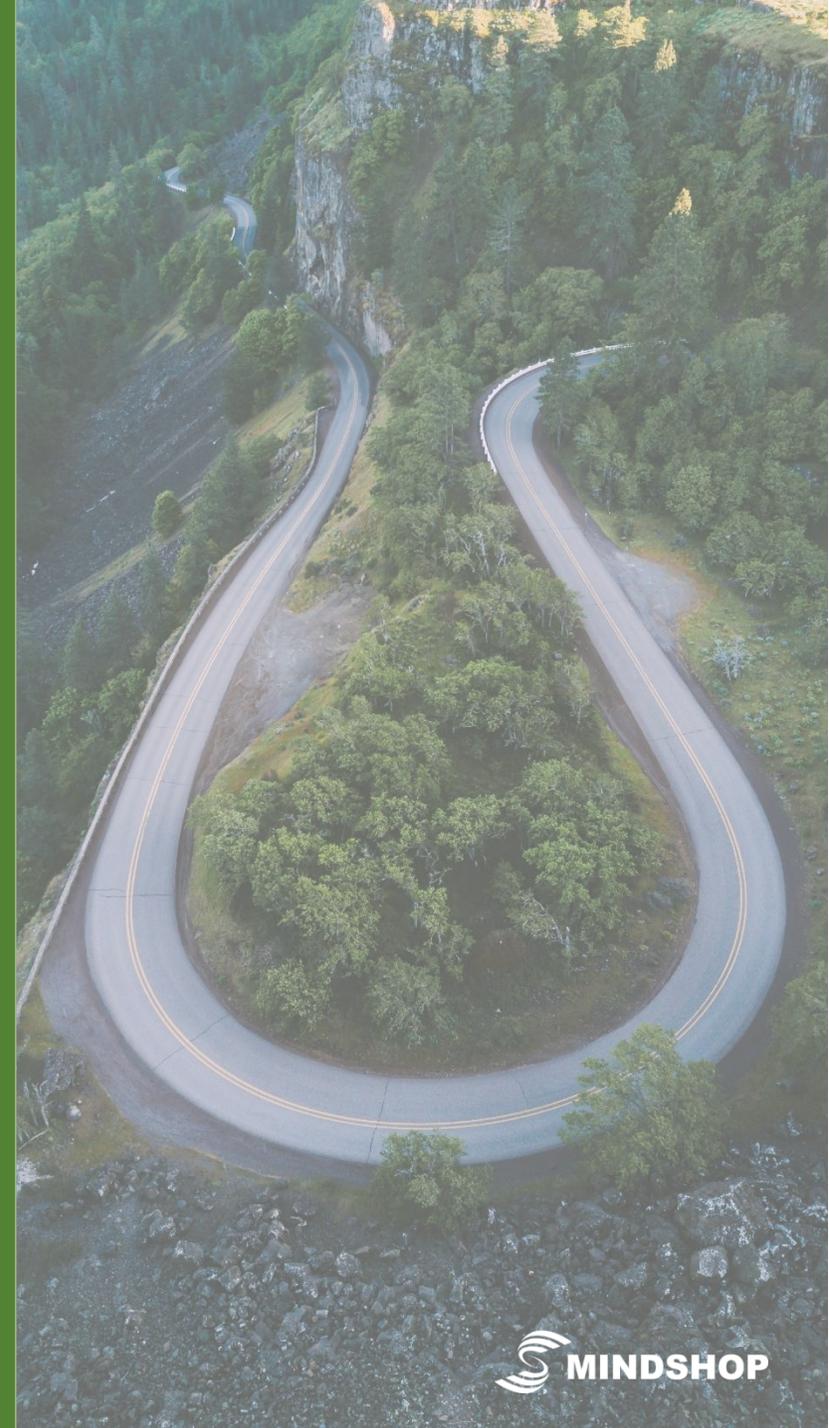
Adapting to the  
new normal!

Webinars for 3-6  
months

- Regular online webinars – 1 hour in duration
- Thought leadership to support you through the current Coronavirus period
- Opportunity to hear insights from your peers and discuss strategies you are embracing as leaders through this time
- Will cover topics to support leaders regardless of the scale (large or minimal) or type (more demand or much less demand) to the business

# Today's Agenda

1. Mindshop Online new features / tools to use in your business now
2. Roadmap through the crisis – Where are you?
3. Severity of impact on different businesses – Where are you?
4. Open discussion with peers: How are you dealing with the crisis
5. Attributes of a successful leader during a crisis
6. Open discussion with peers: What attribute will you focus on for the next 30 days? What else is working for you in leading through the crisis?
7. Actions from the day and summary
8. **FINISH**



# Mindshop Online new features / tools to use in your business now



# New Personal Resilience online course released

- Find it in Training - Online Training – Advanced Courses
- Use for your benefit or your team in order to build greater personal resilience (especially in challenging times)
- Big thank you to Mindshop advisor, Dr Darryl Cross and Dr Chris Mason (Mindshop founder) for their input & videos
- Modules with videos include:
  1. Where is your resilience now?
  2. Managing your stress
  3. Managing your beliefs
  4. Managing your self picture
  5. Managing change in a world of change
  6. Building capability
  7. Dealing with barriers
  8. Your resilience plan
  9. Personal resilience exam

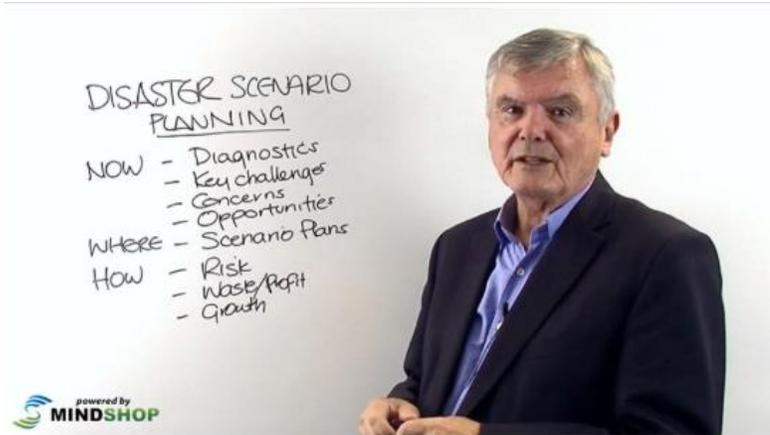


# 2 FREE courses until 31<sup>st</sup> May 2020 from Mindshop

- Opportunity for you, your team or customers to access 2 complimentary courses from over 18 available Mindshop online courses
- Use to upskill team in key areas of need or help their family members in areas they need support and education/
- Please let me know if you would like access for a person (name and email) and I can set it up for you

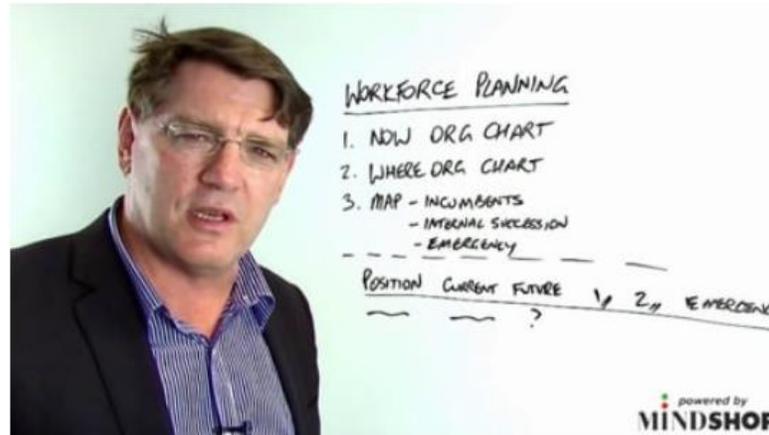
	Course	Units	Focus
Foundation	1. Problem Solving Skills	12	Learn how to make robust decisions, rank the priority of key issues to turn a strategy into actions
	2. Strategic Planning	12	Learn how to deliver a strategic planning session
Advanced	3. Change Success	15	The factors you need to boost your probability of change success implementing a project
	4. Coaching and Developing People	13	Coach effectively to ensure your people achieve their full potential
	5. Facilitation Skills	12	Learn the steps required to facilitate effectively in the field, via a workshop, team meeting, sales pitch or team member review
	6. Growth Strategy	13	The fundamentals of how to accelerate business growth
	7. Leadership Development	15	Anyone can read up on the theory of leadership, this program focuses on implementation of leadership principles
	8. Personal Growth	16	Revitalize your personal development. Take control of your life
	9. Profit Improvement	6	Improve the profitability of any business by removing 30% of inefficiencies
	10. Project Team Implementation	13	Setup and implement project teams to effectively drive change
	11. Time Management	9	Improve your time management skills and how to manage priorities
	12. Personal Resilience	9	Bounce back from adversity and become more 'bullet proof'
Specialist	13. Business Intuition	14	Tap into your intuition for effective strategy development & problem solving
	14. Developing Strategy in Volatile Times	16	Tools and thinking to create strategies in today's highly competitive markets
	15. Entrepreneur	11	Learn and apply methods to design, launch and run a new business
	16. Lean Management	10	Drive lean thinking & continuous improvement to improve efficiency & quality
	17. Sales Performance	15	Accelerate an organization's sales performance leveraging tools and methodologies from the Banjar Group
	18. Self Confidence	16	Improve your level of self confidence and prevent self sabotage

# Other tools you can be using now



Disaster Scenario Planning

Disaster Scenario Planning



Workforce Planning

Process to assist you in re-shaping your workforce to ensure i...



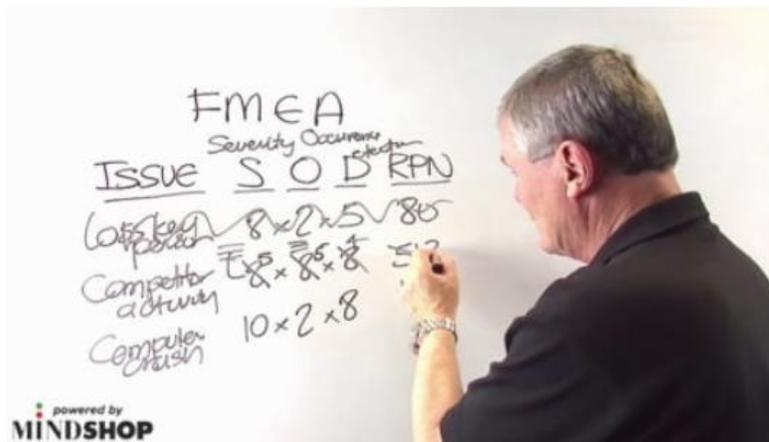
Four Step Problem Solving Process

Taking an issue through to a plan of action



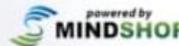
Waste - Seven Wastes

Improve profit / efficiency in a business



Failure Mode Effect Analysis (FMEA)

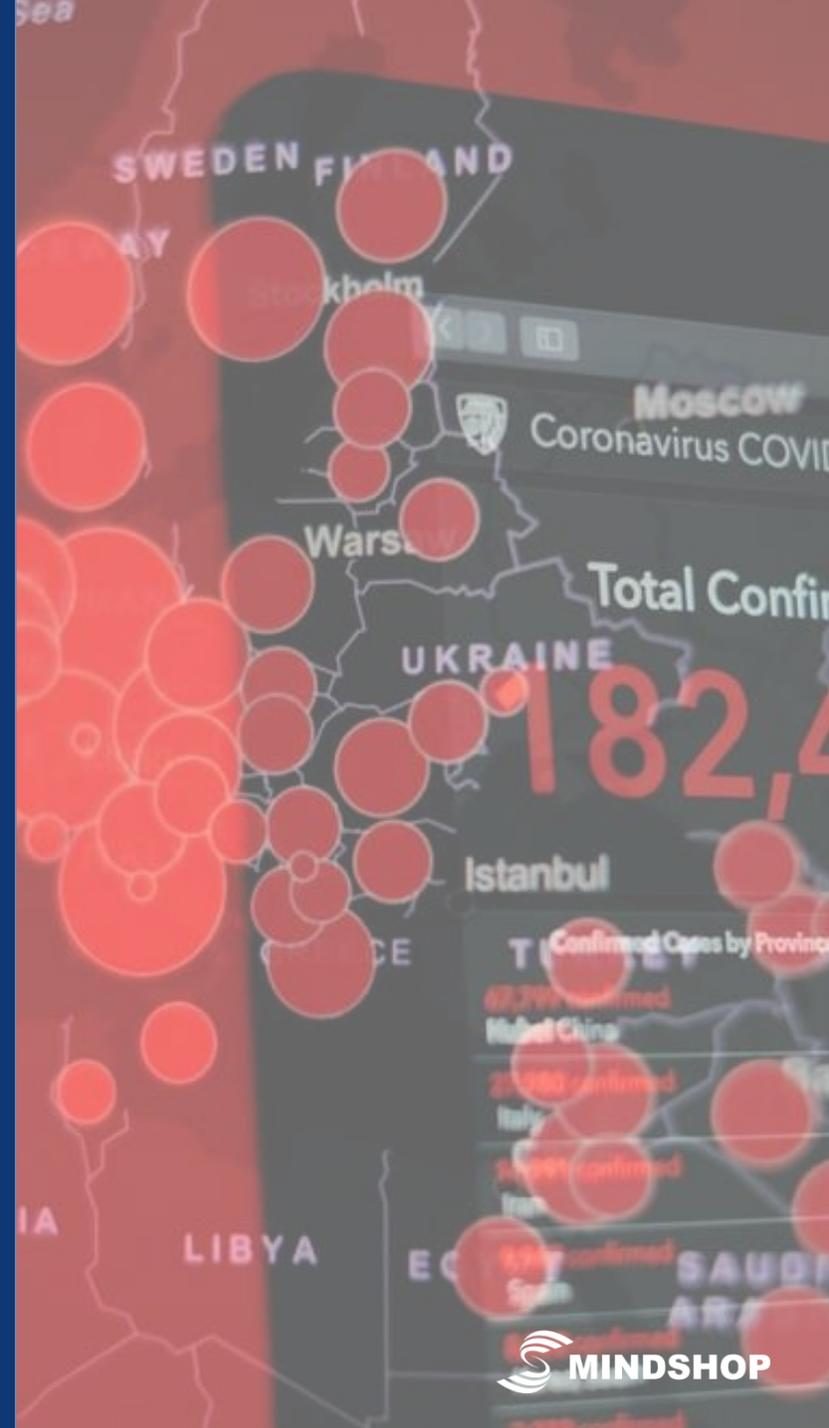
Risk minimization



Competitor Analysis

Compare yourself to competitors in the market

# Roadmap through the crisis Where are you now?



# BUSINESS LEADER JOURNEY: Navigating this difficult crisis

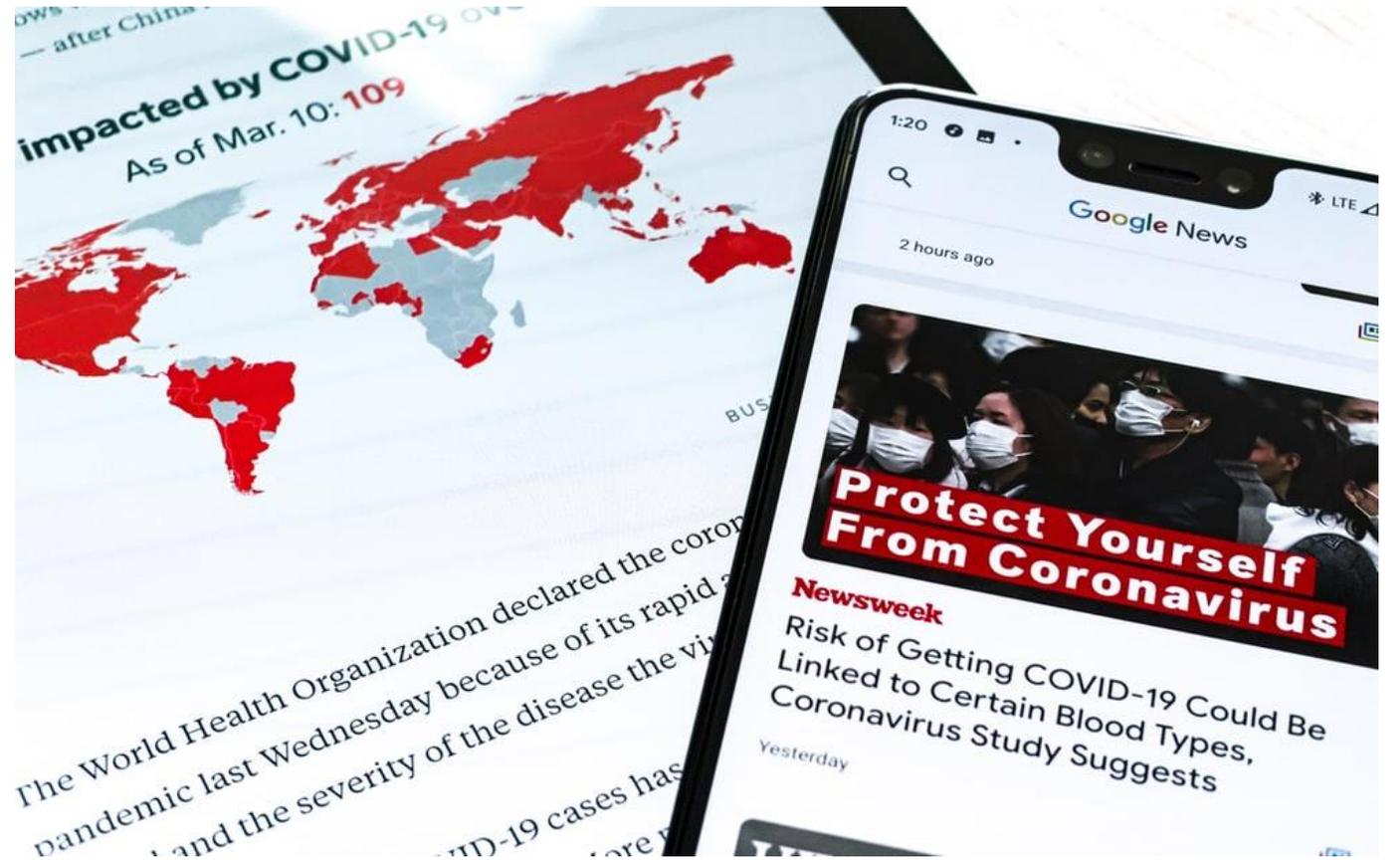


		SURVIVE	PIVOT - ADAPT	THRIVE
		Adapt rapidly to the current market conditions in one of three severity categories: busy but disruption, low impact or high impact.	Explore innovations, pivot strategies, adapt delivery or business models and develop new products or services for an evolved marketplace.	Be on the front foot as the market slowly returns in some areas and rapidly returns in others. Be ready with improved capabilities, clear strategies and a stable business to meet emerging market needs.
<b>All Scenarios</b> Strategies applicable to all impact severities		<ul style="list-style-type: none"> <li>As a leader keep calm, strategic and in regular communication with your team, suppliers, advisors and customers.</li> <li>Have a <a href="#">disaster scenario plan</a> in place based on your circumstances for business continuity. Receive quality financial direction to develop an appropriate survival strategy.</li> <li>Create a core group from the leadership team for a daily 'war room' discussion on priorities, strategies and actions.</li> <li>Embrace online technologies for all communication.</li> <li>Have a clear 30-day <a href="#">One Page Plan</a> for the business reviewed weekly (if not daily) and adapted monthly as required with the core leadership team.</li> <li>Watch stress levels and mindset for all (you and team) and take time away for mental health and fitness</li> </ul>	<ul style="list-style-type: none"> <li>Review your business vision. Has anything now changed due to the crisis?</li> <li>Where are there opportunities to pivot into new markets or new products / services? Are there opportunities for growth in new markets?</li> <li>Review innovation / technology opportunities around your products / services you can fast-track or bring-forward in your planning during this time or high disruption. Review best practice and competitors.</li> <li>Where are there opportunities to evolve the structure of the organisation?</li> <li>What capabilities and resources are required for potential innovations? Is there new people talent or training that is required for future success?</li> <li>Perfection is the enemy of good. Get new thinking 80% right and move. Embrace Minimum Viable Solution (MVS) thinking. Experiment and trial before making a big investment. Watch making big decisions too quickly</li> </ul>	<ul style="list-style-type: none"> <li>Do a Growth Plan to accelerate new sales with lessons learnt and evolved products and services on offer.</li> <li>Support the development of highly targeted marketing activities (around high growth, high profit service offerings) with an evolved sales process.</li> <li>Implement an authentic <a href="#">contact program</a> for customers.</li> <li>Evaluate <a href="#">change success</a> probability to guarantee success.</li> <li>Use a <a href="#">Strategic SWOT</a> to help as you return to normal to leverage what you learnt through the crisis into strategies that should be included to your strategic plan.</li> </ul>
<b>Busy</b> Business still going well but disruption to way you operate. Demand may even be increasing		<ul style="list-style-type: none"> <li>Review operational capability to ensure can demand fluctuations</li> <li>Review <a href="#">risk mitigation strategies</a> as demand fluctuates and health concerns need addressing in all areas of the business</li> <li>Review recruitment options. Stay strong on criteria / values.</li> <li>Create a new daily rhythm to manage the team and communicate priorities remotely or safely in person.</li> <li>Regular review of market trends to update disaster scenarios</li> </ul>	<ul style="list-style-type: none"> <li>Do a strategic plan to explore using any excess funds gained during this time to fund 'wild cat' new opportunities and innovations.</li> <li>How can you evolve your product / service surround and reimagine them in an evolved market?</li> <li>Review the team to look for future leaders discovered through this crisis who can step up in the business. Accelerate them.</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Run rapid problem solving</a> meetings to solve pressing growth challenges and manage potential drop off in demand as crisis abates.</li> <li>Capitalise on strengths built during this period to attract new customers. Use war stories.</li> <li>Leadership development of identified emerging future leaders.</li> </ul>
<b>Low Impact</b> 10-20% reduction to revenue with uncertainty and short-term impact		<ul style="list-style-type: none"> <li>Determine how team members can be re-purposed during this time to help in other areas OR work on future planned projects</li> <li>Review <a href="#">risk mitigation strategies</a> as demand fluctuates and health concerns need addressing in all areas of the business</li> <li>Regular review of market trends to update disaster scenarios</li> <li>Where can you reduce costs and inefficiencies?</li> </ul>	<ul style="list-style-type: none"> <li>Do a strategic plan focused on recovering lost business and evolving into potential new product and service areas.</li> <li>How can you evolve your product / service surround and reimagine them in an evolved market?</li> <li>Review the team to look for future leaders discovered through this crisis who can step up in the business. Accelerate them.</li> </ul>	<ul style="list-style-type: none"> <li>Re-connecting with lost customer segments via the <a href="#">contact program</a> that should have stayed active during the crisis.</li> <li><a href="#">Priority management</a>.</li> <li>Leadership development of identified emerging and future leaders.</li> </ul>
<b>High Impact</b> More than 50% reduction in revenue or business has stopped		<ul style="list-style-type: none"> <li>Develop a plan to reduce as many costs in order to 'hibernate' core parts of the business during this brief period of disruption.</li> <li>Determine key leaders and team needed to plan for recovery</li> <li>What professional development can be undertaken while in hibernation? What will be a new rhythm for the business?</li> </ul>	<ul style="list-style-type: none"> <li>Do a strategic plan focused on returning as a leaner, evolved business post the crisis where this is an opportunity to make major changes to the way you do business and the people if required.</li> <li>Review the potential market trends post crisis and prioritise changes to operational structure, models the business can embrace.</li> </ul>	<ul style="list-style-type: none"> <li>Re-connecting with lost customer segments via the <a href="#">contact program</a> that should have stayed active during the crisis.</li> <li><a href="#">Priority management</a></li> <li>Recruitment of new team members for the business.</li> <li><a href="#">Workforce planning</a> within a re-imagined business.</li> </ul>
<b>Strategic support</b> Mindshop tools, courses available to help you		<ul style="list-style-type: none"> <li>In online courses:                             <ul style="list-style-type: none"> <li>✓ <a href="#">Strategic Planning &amp; Profit Improvement</a></li> <li>✓ <a href="#">Self Confidence &amp; Personal Growth</a></li> <li>✓ Other courses where immediately needed In the</li> </ul> </li> <li>In the toolbox:                             <ul style="list-style-type: none"> <li>✓ <a href="#">Disaster Scenario Planning</a></li> <li>✓ <a href="#">Workforce Planning / Continuity Planning</a></li> <li>✓ <a href="#">Waste Audits</a></li> <li>✓ <a href="#">Risk Mitigation - FMEA</a></li> <li>✓ <a href="#">One Page Plan</a></li> <li>✓ <a href="#">Rapid Problem Solving</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>In online courses:                             <ul style="list-style-type: none"> <li>✓ <a href="#">Developing strategy in volatile times</a></li> <li>✓ <a href="#">Leadership Development</a></li> </ul> </li> <li>In the toolbox:                             <ul style="list-style-type: none"> <li>✓ <a href="#">Competitor Analysis</a></li> <li>✓ <a href="#">Change Success</a></li> <li>✓ <a href="#">Strategic SWOT</a></li> <li>✓ <a href="#">Product Portfolio Analysis</a></li> <li>✓ <a href="#">Product Surround</a></li> <li>✓ <a href="#">Rapid Problem Solving</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>In online courses:                             <ul style="list-style-type: none"> <li>✓ <a href="#">Growth Strategy</a></li> <li>✓ <a href="#">Problem solving skills</a></li> </ul> </li> <li>In the toolbox:                             <ul style="list-style-type: none"> <li>✓ <a href="#">Mindshop Process</a></li> <li>✓ Range of Sales Strategy tools</li> <li>✓ <a href="#">Must-Should-Could</a></li> <li>✓ <a href="#">Change Success</a></li> <li>✓ <a href="#">Issue Ranking</a></li> <li>✓ <a href="#">Workforce Planning</a></li> <li>✓ <a href="#">Rapid Problem Solving</a> with strategic SWOT</li> </ul> </li> </ul>



# OPEN DISCUSSION

How are you dealing with the  
crisis?



# Attributes of successful leaders during a crisis



# 4 key attributes of leaders during a crisis



**ADAPTABILITY**



**AGILITY**

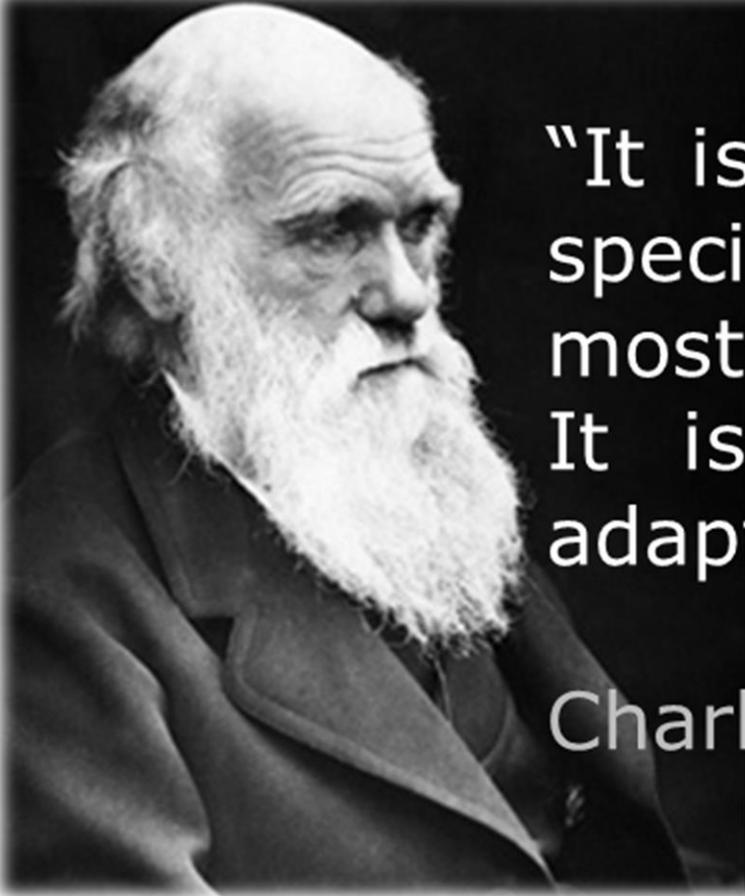


**RESILIENCE**



**SCENARIO  
PLANNING**

# Adaptability

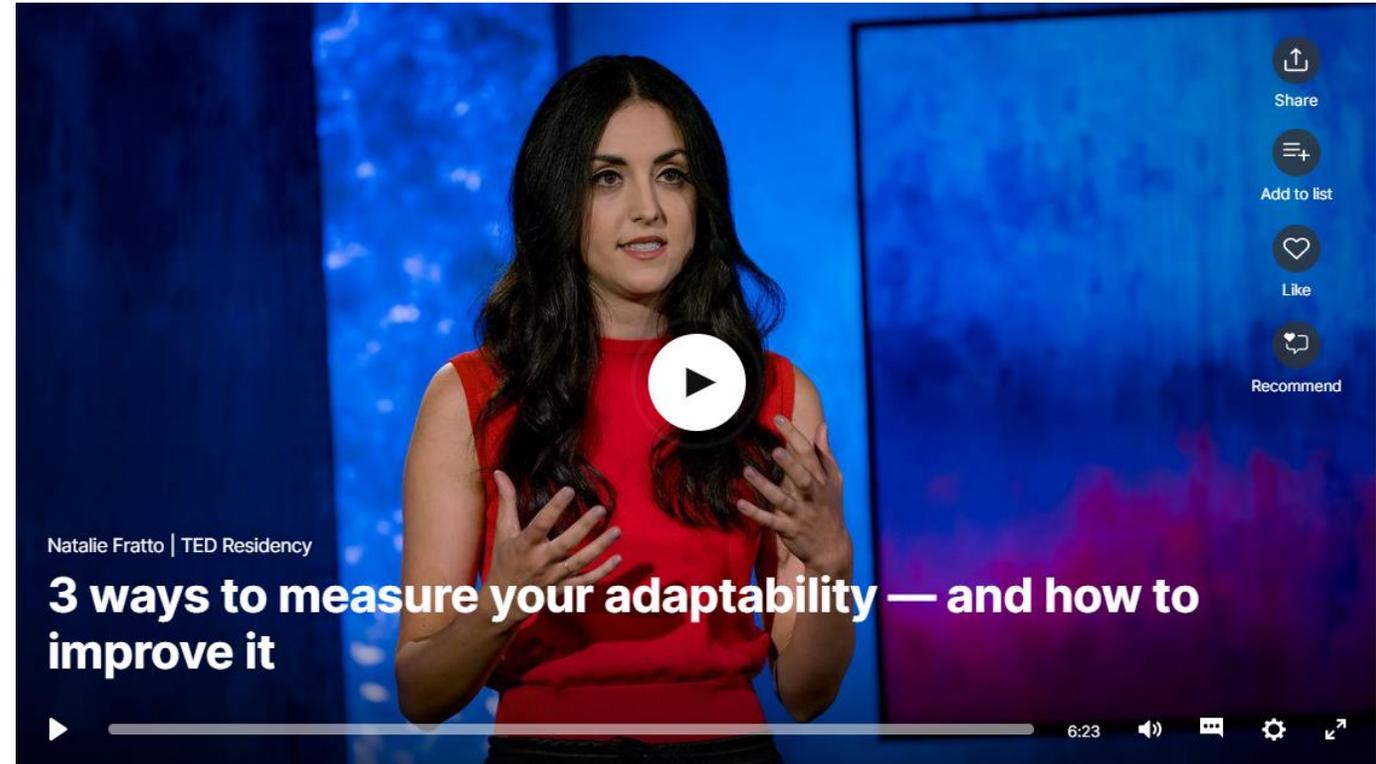


“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

Charles Darwin (1809 – 1882)

# 3 ways to measure your adaptability

1. 'What if' you were faced with a global pandemic what would you do as a leader? We now have a real life test!! How have you adapted to the crisis?
2. What should you now 'unlearn' during the crisis and how open are you to doing that?
3. Will you 'infuse' exploration of new innovations and opportunities into your life and business through this is and how?



[https://www.ted.com/talks/natalie\\_fratto\\_3\\_ways\\_to\\_measure\\_your\\_adaptability\\_and\\_how\\_to\\_improve\\_it](https://www.ted.com/talks/natalie_fratto_3_ways_to_measure_your_adaptability_and_how_to_improve_it)

# Agility

In a 2015 McKinsey article it was highlighted there are two key elements to agile businesses (and leaders):

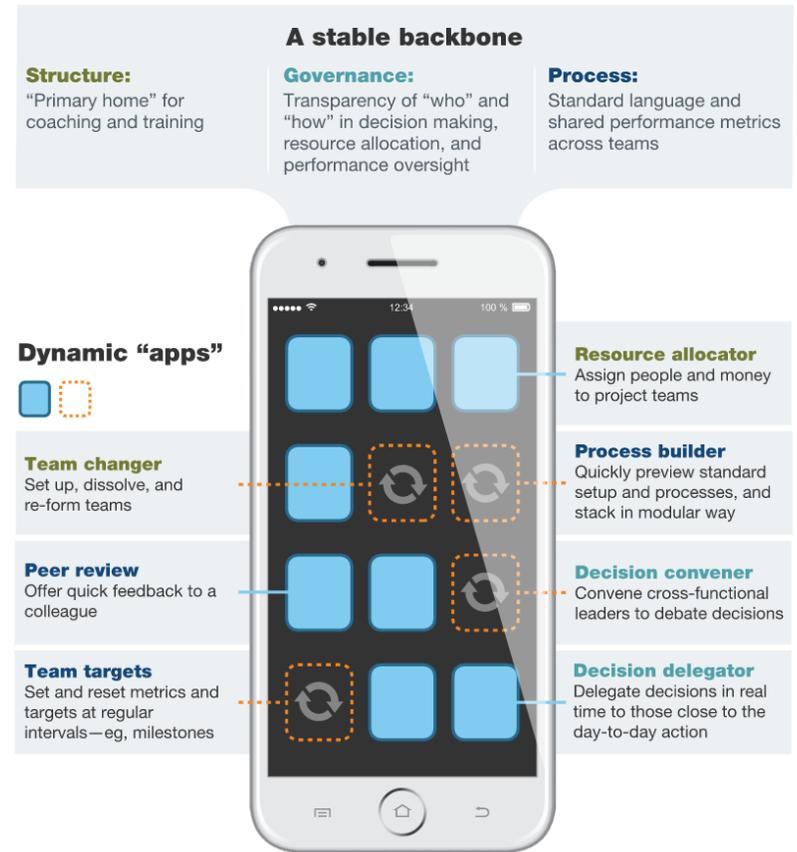
1. **Stable Backbone** – strong foundations, things that don't change year to year
2. **Dynamic Capability** – ability to build new capabilities quickly as required

Q: What dynamic capabilities do you need to build at present through this crisis? **New market, new product, move online, supply chain change, remote leadership**

Q: Is your backbone stable? If not how can you improve it quickly? **People, finance, resources, suppliers, leaders strategic and calm**

## Agility and the smartphone: An analogy

The phone's fixed hardware platform and space for new apps mirrors the agile organization's **stable backbone** and **dynamic capability** to add, abandon, replace, and update "apps." Together, these allow the organization to respond quickly to market changes.

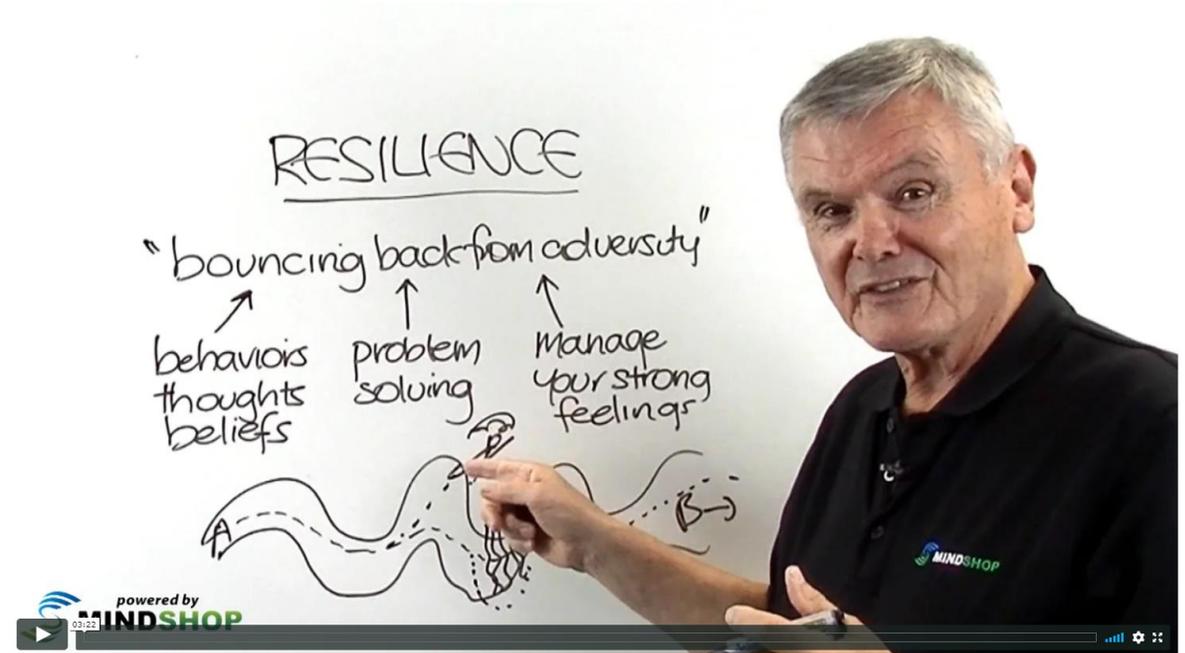


# Resilience

"Bouncing back from adversity"

## 3 ways to improve your resilience:

1. Controlling your behaviours / thoughts / beliefs
2. Improving your problem solving skills
3. Managing your strong feelings



How will you work on your resilience through the crisis?  
Where will you focus first?

# Scenario Planning

## Step 1: Conduct a NOW analysis of the crisis

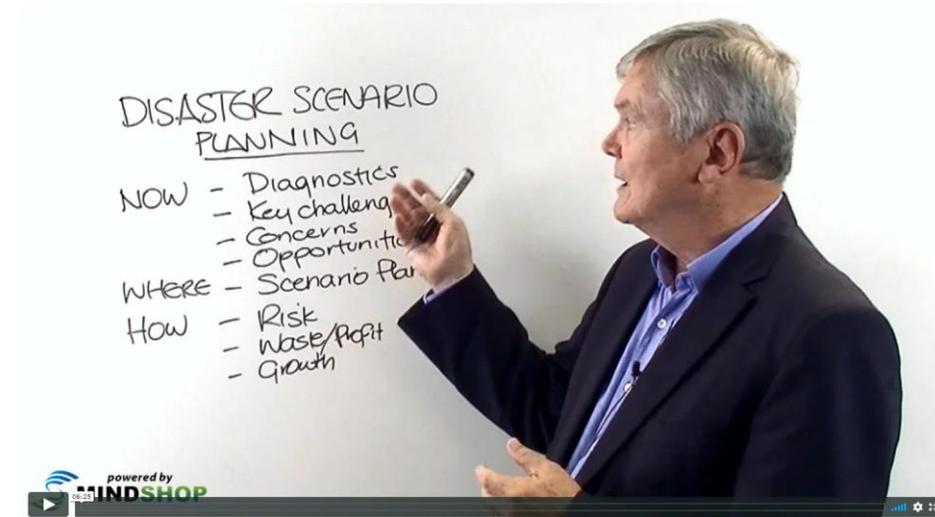
- Where are the key challenges the business faces at present?
- Are there any pressing concerns?
- Are there any potential opportunities?

## Step 2: Conduct a WHERE analysis (maybe adapt for restrictions lifting)

- Low severity – low impact
- Medium severity – medium impact
- High severity – high impact

## Step 3: Create a plan for HOW relating to the scenarios

- What is the plan?
- What are the risks?
- Where can we remove costs?
- Where are any growth opportunities? Where can we innovate?



How are you adapting your plan and how frequently?

# OPEN DISCUSSION

---

What attribute will you seek to focus on  
and why over the next 30 days?

What's working for you to date you can  
share?



# Actions from the day and summary





**Top 3 strategies - share with me**



# Summary from today

- How can you make use of the 2 FREE courses?
- Survive, Pivot/Adapt, Thrive roadmap insight
- Attributes of successful leaders in a crisis
  1. Adaptability
  2. Agility (strategic / calm)
  3. Resilience
  4. Scenario Planning
- Top 3 strategies specific to you

**Thank you for attending**  
**Any questions / comments?**

Next webinar is June 19