COVID-19 IS HERE TO STAY, NOW WHAT?

THE CRITICAL SUCCESS FACTORS LEADERS NEED TO CONSIDER AS WE GUIDE OUR ORGANIZATIONS THROUGH COPING, MITIGATING AND, ULTIMATELY, RECOVERING FROM THIS PANDEMIC

1 Panic & Disruption

In the immediate term, disruption will be the new norm. Every day will present a new challenge that quickly needs an answer.

2 Fear & Isolation

Every industry has its own considerations and drivers. At times, it will feel isolating and the future will continue to be unclear.

3 Recovery & The New Normal

Whether an answer to COVID-19 is identified or it's here to stay indefinitely, there will be a surging need for normalcy under a new definition of "normal".

COLLEAGUES

1 (Panic & Disruption)
1. Do our employees feel empowered, and have the tools necessary, to remain engaged?
2. How are we putting people first and ensuring our policies matter, but aren't too rigid?
3. Are executives actively (and consistently) engaging our employees, and have we created processes/ adopted tools (e.g., virtual command center) to do so?

2 (Fear & Isolation)
1. Have we changed corporate goals and expectations to be aligned with the practicality of the current situation?
2. How are we regularly/proactively checking on the well-being of our workforce and ensuring they feel supported and their development is still a priority?

3 (Recovery & The New Normal)
1. What guiding principles will we use to determine if employees can come back to work?
2. What culture and change management is necessary to manage employees returning to work, those that don't yet feel comfortable to do so, and some who prefer to stay remote permanently?

CUSTOMERS

1 (Panic & Disruption)
1. Are we being responsible with customer information, and (if applicable) ensuring our customers aren't being taken advantage of at this time?
2. Are we prepared to make any concessions/be flexible with our policies as customers transition to starkly different buying behaviors?
3. Are our marketing behaviors sensitive to this new reality, and what's the strategy to ensure this?

2 (Fear & Isolation)
1. Are we prepared to change our services/offerings/products to more directly address/meet customer needs?
2. Are we using our digital capabilities to personalize customer experiences for a bigger and bolder purpose?
3. Customer experience journeys have changed, how are we adapting to that?

3 (Recovery & The New Normal)
1. Do we have the right staff in place to triage customer needs and concerns? If not, are we communicating that proactively?
2. If interacting with customers in person, what is our commitment to always-on mitigation of infectious diseases?

COMMUNITIES

1 (Panic & Disruption)
1. What role is our brand playing in helping impacted communities we're a part of and/or serve?
2. Are we setting the trend for how companies/brands need to act as stewards for the health and well-being of our communities, or are we seen as laggards/bystanders?

2 (Fear & Isolation)
1. Depending on the most pressing social and health issue(s), are we ensuring all our communications are sensitive and respectful to all people, not just our direct customers?
2. If our company has the means and know-how, how are we helping to be a part of the larger solution (e.g., offering space at facilities for health workers, repurposing proprietary technology for a new use)?

3 (Recovery & The New Normal)
1. What role are we willing to, and should, play in helping our communities prepare for future pandemics?
2. If we've adopted support initiatives, what guiding principles will we use to determine stopping or continuing this support?

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