5 Stages of the Corona Pivot

"The Graziadio Resilience Series: Business Knowledge for Navigating Turbulent Times"
5 Stages of the Corona Pivot

“Pivoting” is a commonly used term in the startup world. When your business model isn’t working implement plan B quickly and if it fails, pivot to plan C, repeat as necessary. Take your lumps and keep moving! That’s the Corona Pivot!
Stage 1: Disbelief

• Not happening in our company, only a few people.
• Thinking about the economy with the Fall election and second half projections.
Stage 2: Acceptance

• Ok, send the workers home and close down.
• There’s a new Zooming, Slacking, Teaming, Online normal.
• Brakes on the old advertising and marketing messages!

#togetheralone  #StayHomeSaveLives
Stage 3: Adapting

• This is a New Normal for a while.
• Riff’s and furloughs.
• Cut, cut and conserve cash.

2Do’s

• Practice employee care.
• Do small acts of customer kindness.
• Reinforce your charitable giving.
• Manufacture what you can that’s useful.
• Start messaging with personalization
  • Communicate to all stakeholders.
• Sell what you can
  • Add the C to B to B.
Stage 4: Innovating

• Recognize we will come out and the Future New Normal!

2 Do’s

• Establish diverse Strike Team/s.
• Crowd source ideas/products.
• Radically collaborate with industry and synergist partners.
• Prepare new business model.
• Invest strategically with capital
  • Tech
  • Talent
  • Real estate
  • Inventory.

Never let a great recession go to waste! They bring opportunities.
Stage 5: Surging into Recovery

• Time for the gas is beginning of rebound.

2Do’s

• Prepare detail rollout plans.
• Monitor correlating indices closely and build projection models.
• Spend on marketing new messages.
• Implement, fail quick and refine.

Dance the Corona Pivot into your future!
Recovery Trends and Environment

• A real stimulus bill, finally the bipartisan infrastructure bill.
• Clean and green; spaces, products, food, energy.
• Grow and manufacture local.
• Robotics and 3D printer mass manufacturing.
• Exponential improvement in online user experience.
• Baby boom exploding the size of Gen Z.
• Construction/renovation boom; commercial and residential.

Remember small business always leads us out of a recession.
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