

IMPACT²⁰₄₀

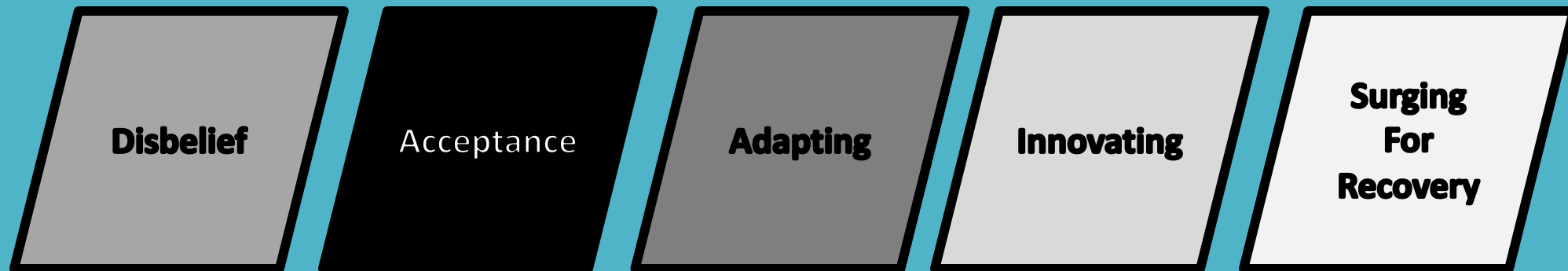
Cynthia Cohen, Founder & Chief Strategist

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.



- 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!**



- 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.



- 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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