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Create a 2-3 Week Tactical Plan to Survive and Thrive In This Economic Crisis

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BLACK SWAN EVENT

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INNOVATE & RE-ALLOCATE

5-Phases of the Pivoting Process -

1. Mindset Matters
2. Business Pivots
3. Product/Service Pivots
4. Marketing & Sales Pivots
5. Team & Resource Pivots

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PHASE 1 – MINDSET MATTERS

*"The mind has a powerful way of attracting things that are in harmony with it, good and bad."
Idowu Koyenikan*

Where is your **Mindset** today?

- Inspired
- Optimistic
- Hopeful
- Concerned
- Anxious
- Fearful

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**OWNERSHIP
ACCOUNTABILITY
RESPONSIBILITY**



**BLAME
EXCUSES
DENIAL**

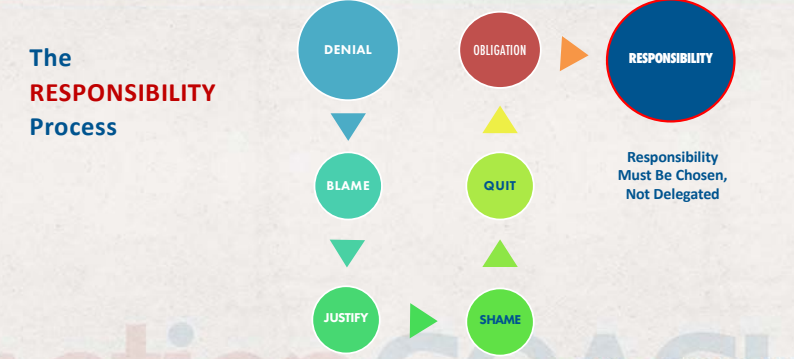


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The **RESPONSIBILITY** Process



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The Identity Iceberg...



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"An organization, no matter how well designed, is only as good as the people who live in it and work in it."
Dee Hock

What Pivots Are Required In My Business Structure?

- ✓ Organization shifts
- ✓ Roles - shift from business-facing (internal) to market-facing (external)
- ✓ Cost Structure Pivots
- ✓ Inbound to Outbound delivery model
- ✓ Identify the Weak Link
- ✓ Re-Solution – Innovate!

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Face the Brutal Truth

SWT

- Trends
- Strengths
- Core Competencies
- Inherent Weaknesses

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What Pivots Are Required In My Measurements?

- ✓ What are new activities for the business?
- ✓ What are the new standards for each KPI – by team and role?
- ✓ What is the proper cadence of activities – daily / weekly?
- ✓ What are the Outcomes your looking for from those activities?
- ✓ Update all metrics and scorecards
- ✓ Communicate and make visible new scorecards to the team
- ✓ Train on new activities, outcomes, and measurements

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What is your greatest Business Challenge right now?

- Team
- Time
- Systems
- Sales
- Cashflow
- Profits

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actioncoach.com PHASE 3 - PRODUCT/SERVICE PIVOTS

"Here is a powerful yet simple rule: always give people more than they expect to get." Nelson Boswell

How does you Product or Service need to Pivot?

- ✓ Anticipate the new needs of your customer?
- ✓ Where can you pivot your product or service to meet these new needs?
- ✓ What and How will you shift your offerings to the marketplace?
- ✓ How will you deliver your product or service?

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Additional Product / Service Pivot Considerations...

- ✓ How will the changes impact Brand Reputation?
- ✓ Are you creating new Intellectual Property?
- ✓ What education is required to communicate your changes?

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"Our jobs as marketers are to understand how the customer wants to buy and help them do so."
Bryan Eisenberg

How does your Marketing need to Pivot?

- ✓ What is your messaging to the marketplace?
- ✓ What changes are needed in your Marketing Budget?
- ✓ How will you engage your customers and interact with the marketplace?

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Marketing Engagement Pivots...

- Communicate & Educate on the changed offerings >
 - ✓ Existing customers
 - ✓ Former Customers
 - ✓ Pipeline
 - ✓ Prospects & Database
 - ✓ New Target Markets

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actioncoach.com **PHASE 5 – TEAM & RESOURCE PIVOTS**

"It's always the organizations that are resource constrained that come up with the good ideas to win."
Simon Senek

How does your Team need to Pivot?

- ✓ Resources = LEVERAGE
- ✓ What are the new/different tasks that need to be done with the other business adjustments identified?
- ✓ How can you re-deploy the Team to cover all required tasks?
- ✓ What new skills, processes, and training must be developed and implemented?

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Resource Re-Allocation Pivots...

- ✓ Team Re-Allocation – roles, responsibilities, tasks
- ✓ Systems & Process
- ✓ Inventory – Raw, WIP
- ✓ Facilities and Equipment
- ✓ Finances – cashflow management

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- List 5 Ideas You Need to Take **ACTION** on today
- If you'd like to go deeper please reach out to schedule ...

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actioncoach.com **TAKE ACTION NOW...**

Pro-Bono Coaching Session

- ✓ Current constraints in your business
- ✓ Adjustments, shifts, and pivots to be made now to meet the evolving marketplace

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