

# SURVIVING AND THRIVING IN CHANGING TIMES

**There is no playbook on how to steer your business through these changing times. In February and March 2020, many businesses reacted to the new commercial reality by quickly reviewing their commitments and protecting cash flow. We saw businesses across a number of market sectors ensure continuity and move to protect revenue by thinking laterally - setting up new operations or rapidly adapting existing ones. A huge amount of executive energy was spent on crisis management - endless conference calls, action plans and some kneejerk decisions.**

## IS IT TIME TO CONSIDER POST-LOCKDOWN PLANS?

While Covid-19 has spread at an alarming rate there have been implications for all. But, taking a step back - it is not all negative from a business perspective. There are some positives in this crisis that we can use to survive and thrive. Yes, some sectors have been hit hard, but there are a number of organisations who have been better prepared to withstand the crisis and have even been in the position to flourish. A key lesson to take forward. Perhaps it is time to:

- Take the very best of the past and to move forward - embrace the fact that some areas of your business may be better off now than before. Identify the positives and accentuate them
- Take the opportunity to become more agile - be much more responsive to your customers and the marketplace
- Have a smaller physical footprint - where we have been able to, we have used the very best of technology and worked remotely

Time is passing and 'changing times' is becoming the new normal. From the work Project One is leading across a number of sectors, we can see business leaders are now starting to lift their heads. They realise they have survived and are now starting to work out how to thrive into the future.



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## SO, HOW DO YOU PLAN FOR THE FUTURE?

Refocus on what you do with excellence, reshape your business to that focus and resize your business to ensure you have agility and exactly the right skills and capability you need.

In our experience, there are six key actions to make this happen:

- Simplify your operating model
- Remove unnecessary process and bureaucracy
- Ensure clear accountability with an experienced team
- Build an unambiguous plan to deliver
- Deploy expert resources with key capabilities
- Establish clear governance to steer decisions

At Project One, we are working at the sharp end – supporting a number of businesses and driving delivery. We have been applying these key actions to our work with NHS supply chain – ensuring PPE is getting to the people who need it, when it is needed. We were also applying these actions pre-Covid-19, supporting organisations such as leading European Telco, Telenet, to switch to agile delivery of their customer app as a key route to market. With Telenet we simplified the delivery approach – removing unnecessary process, providing clear accountability, ensuring a very clear plan to deliver and maximising the value of the right digital and agile skills.

Each of us in Project One is well versed in dealing with difficult and stressful situations with lots of ambiguity. We use this experience to bring calm, structured thinking to break problems down and provide practical solutions. And, all of this has been achieved by working remotely, orchestrating virtual teams working in different locations.

If this resonates with you and where your business currently stands, please get in touch. We can share our experience and act as a sounding board helping you to navigate the new normal. [Steve.calder@projectone.com](mailto:Steve.calder@projectone.com)