



INFORMATION NOTE COVID-19: Emerging from the Lockdown – 6 Key Areas to Reset & Restart

Turn him to any policy, the Gordian Knot of it he will unloose, familiar as his garter...
Henry V, Act 1 Scene 1 *William Shakespeare*

Taken from Greek and Roman mythology, the Gordian Knot symbolises a difficult or intractable problem. It is often used as a metaphor for something that, once set, is seemingly impossible to unravel.

Governments across the globe are faced with the dilemma of urgently unlocking their economies and restoring societal freedoms but without risking a surge in infections and a second peak.

To help business leaders plan their emergence from the lockdown, to reset their business and to restart their operations, here are 6 Key Areas on which to focus:

- **Customers.** As you went into lockdown, you quite rightly focused on the needs of your workforce as your top priority, but as you begin to emerge, your customers must regain the top position. If you can't attract them back, you simply won't have a business.
- **Workforce.** Social distancing will continue to be part of our collective future and keeping your workforce and others safe will take detailed planning and the provision of resources. Plan and get the necessary done before they get back to work.
- **Supply Chain.** Focusing on your customers will help you understand your demand. Reset your supply chain so that it is consistent with demand. You may need to re-orientate and / or diversify, and first mover advantage may be invaluable. Plan and get ahead of the queue.
- **Facilities / Premises.** Reconfigure your premises from the get-go so that you are able to keep people safe and observe the rules. Cleaning, entry and egress, use of washrooms, dining facilities and other common areas – there must be a plan for it all.
- **Technology.** For many, working from home has become the new normal and resetting the technology workarounds that have enabled this will need thoughtful implementation. No let up for the IT Department, in fact, they should plan ahead and prepare to double down.
- **Finance.** Your liquidity and financial position will determine what you can achieve as you reset your business. Plan, prioritise, resource and implement.

What We can do for You

We run a Senior Leader's / Planner's Challenge Session to help you define your Reset Protocols and to refine your Restart Plans. Contact us at:

colin@russellphilips.com or call +254 700 500 007 to discuss your requirements.