

A photograph of a space shuttle being launched from a launch pad. The shuttle is ascending vertically, with a large plume of white smoke and fire at its base. The launch pad structure is visible on the left side of the frame.

FAILURE TO PREPARE,  
IS PREPARING TO FAIL...

We prepare your business... just in case...

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**Russell Philips**

***Never let a Good Crisis go to Waste...***

This remark was first attributed to Sir Winston Churchill as he analysed the changes needed to adapt to the new global system that emerged from the cataclysm of the Second World War.


Most commentators believe that the COVID-19 pandemic has fundamentally changed the world, and that businesses will be challenged by the 'new normal' that emerges. That new normal is likely to be revealed to us incrementally and, possibly, only with the benefit of hindsight.

So, the challenge is: how do we prepare to meet the exigencies of a new future that is not yet fully formed and that we do not yet fully understand? What can we do to ensure that we are correctly orientated to meet head on the uncertainties that lay ahead?

Agility comes from learning, and learning businesses lean into the future and give themselves a very considerable head start by activating, resourcing and adapting their **Lessons Learned** process.

At Russell Philips Limited, we have the expertise to help you **Design, Validate** and **Conduct** of your **Lessons Learned** process ensuring that you emerge from the current crisis more agile, more resilient and better prepared to meet the demands of the new normal.

***Those who cannot remember the past are condemned to repeat it*** so contact [colin@russellphilips.com](mailto:colin@russellphilips.com) if you wish to identify, capture learn and implement the lessons that will help you meet the challenges of, and succeed in, the new future.

A close-up photograph of a hand in a dark suit sleeve tipping over a row of wooden dominoes. The dominoes are arranged in a line, and the hand is positioned to knock the first one over. The background is blurred.

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