

# Persist, invigorate and grow; *navigating through crisis into growth*

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*Consumer & Retail Advisory*



# INTRODUCTION

***Crises make us re-assess what we do and rethink our future plans. How many a King or Leader was toppled by an unforeseen crisis or an unfortunate turn of events.***

In particular, their inability to be flexible enough to change course and hubris ultimately led to their downfall. The true test of leadership comes in times of crisis. It is easy for people to seize up and do nothing or overreact and behave irrationally. Treading the fine line between reacting and vanity is the key to success.

Having a positive mindset and attitude are an important first step in tackling this current COVID19 pandemic

On the following page we have outlined some simple steps that businesses should be taking.

**The initial element** – at the onset of the crisis – is where leaders must be persistent in the fight and ensure their businesses survive.

**The second phase** is re-invigorating their business to secure **the final phase**, that of growth.

In the immortal words of Rudyard Kipling, leadership is first and foremost defined by calmness in the midst of battle;

**“If you can keep your head when all about you,  
Are losing theirs and blaming it on you...”**



## 1. PERSIST

Necessity is the mother of invention and adapting your strategy in times of turmoil will help you emerge from this crisis stronger.

### Key Steps:

- Identify which trends are likely to be accelerated and which ones will dissipate in the medium term
- Take learnings from previous crises (or in this instance, markets which are more advanced in the crisis)



**Objective:** Navigate through the most challenging period of the crisis with a clear strategy and mitigate risks and move towards business as usual

## 2. INVIGORATE

In times of crises, it is imperative you know where your key strengths and opportunities lie. An understanding of your brand's DNA is key, and collectively, this will allow you to repivot your business to be relevant and viable.

### Key Steps:

- Think through what consumers are experiencing and thinking
- Understand which way governments and regulators are leaning towards
- Don't be afraid to take bold decisions. For example if you are a restaurateur, changing from a majority dine-in model, to an increased delivery model



**Objective:** Recalibrate the business model and adapt your value proposition to ensure you are well-positioned for future sustainable growth

## 3. GROW

Understanding the new macro realities and consumer needs and trends. This will allow you to innovate and optimise your value proposition. In uncertain times, this can be difficult but it will take your business to the next level to sustain future growth.

### Key Steps:

- Plan how to accelerate your innovation, reflecting macro shifts and the new norm
- Understand what consumers want in the future and why? Is it driven by governmental pressures? Or is it genuine behavioural shifts?



**Objective:** Optimise your value proposition to support a positive and sustainable growth trajectory.



# CONTACT US

To discuss this, or to see how we can help your business, please contact:



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