

# Return to the New Normal

We know that during these unprecedented times the return to business as usual will be a challenge for us all. We at Brand Poets would like to share this framework to help navigate your return to the new normal.

# 1

## RESOLVE

Gain a realistic view of your business re-starting position.

Together we will take an honest look at your business and the immediate challenges that COVID-19 represents to your workforce, customers, business partners, and process.

# 2

## RESILIENCE

Develop multiple scenarios for multiple versions of your future.

Address near-term revenue management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects.

# 3

## RETURN

Establish your posture and direction.

Create a detailed plan to return business to scale quickly, as COVID-19 situation evolves and knock-on effects become clearer - opportunity to reinvent.

# 4

## REIMAGINATION

Determine actions and strategic moves across business channels.

Reimagine the next normal: becoming nimble with less exposure enabling you to service different segments in unique ways.

Companies must introduce new tools and strategies across the value chain to improve operational agility, boost productivity.

# 5

## REFORM

Set trigger points that drive your organization to act at the right time.

Become informed about how regulatory and competitive environments in industry may shift.



## Key points to consider when reshaping business positioning

### DURING RECOVERY

High probability for recessionary market conditions

- » Stabilize core business – no matter what it takes

*Redeploy resources (eg, workforce, production capacity) to the most critical brands, products, and channels*

### SERVICE/ DISCOUNTING EFFECT

- » The impact of unemployment level will undoubtedly bleed into daily activities

*Be mindful of strong sales messaging as it may deter prospects*

*Try to incorporate this into product/service offerings*

*Clearance of overstock will be a priority as brands find ways to regain value and rethink their business missions*

### DARWINIAN SHAKEOUT

- » The crisis will shakeout the weak, embolden the strong

## Recommendations for redefining the role of your organization/store/product/service

- » Build an omnichannel staff
- » Create a more personalized customer experience
- » Introduce contactless self-serve features (transactions, consults etc)
- » Improve training and onboarding
- » Stress customer safety with more rigorous, frequent cleanings and good frontline hygiene
- » Communicate frequently with consumers, customers, and employees on what you're seeing and doing (onsite signage, email marketing, company policy)
- » Develop strategies to win if the COVID-19 crisis triggers a longer-term economic downturn and/or industry disruption
- » Bolster the online presence  
*Improve digital engagement with consumers by increasing e-commerce and digital-marketing investments*
- » Become a trusted, transparent adviser
- » Change working norms and protect people's health