

BUSINESS CONTINUITY AND RECOVERY FROM CRISIS

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HOW TO SUPPORT BUSINESS AND HELP TO RECOVER

Most companies can't change rapidly the business model and operating system to adapt for current situation. They are looking for new ideas and advice to take advantage from the situation and win.



HOW IS ARDM HELPING TO SUPPORT BUSINESSES IN THE CURRENT SITUATION?

I would identify 5 areas where we can be helpful right now:

- Employee wellbeing,
- Talent & Workforce,
- Leadership,
- Strategy,
- Operating model & Design



HOW CAN WE ENSURE EMPLOYEE WELLBEING DURING THE CURRENT PANDEMIC?

First of all, all employers need to address immediate issues before re-positioning for the long term.

For example an immediate step would be to double-check legal requirements. When I talk about legal aspects - I am talking about employer obligations like work environment and potential risks (such as providing hand-washing guidance and sanitising facilities, organizing smart office, and the various policies and procedures that pertain to these matters).

It is also very important to ensure consistency and clarity when it comes to employee salaries and benefits; such as paid leave considerations that are relevant to employees (the exact details of course depend on individual companies and countries, where it can be considered as sick leave payment or vacation payment or unemployment payments).

Once the immediate issues and fundamentals are settled, its important to organise online events all together while apart - cooking, singing, doing sport or yoga together, sharing your emotional status and supporting those who need emotional support.

Keep team spirit going and maintain motivation by communicating openly

and honestly with your team - for example sharing messages about how the business is dealing with COVID and what kind of next steps could be taken.

HOW CAN LEADERSHIP WORK WHEN WE ARE PRACTISING SOCIAL DISTANCING ?

E – LEADER

Companies are rapidly changing due to the current situation and adoption of digital technologies.

This evolution has wide-ranging ramifications for employees and their leaders.

Executives' roles are changing in the wake of increased transparency and accountability across all levels of the organization.

A specific term has been coined for a new profile of leaders who are at the forefront of digitization and technological advancement in their organizations: the **E-LEADER**. As digital enablers, they play a crucial role in driving positive results from the investment in new technologies.

To accomplish that and effectively lead employees through these massive changes, executives need to adopt a new leadership style.

WHAT WE CAN TAKE INTO CONSIDERATION REGARDING TALENT & WORKFORCE?

MOVE FROM "REVIEW & ASSESS" TO "TRANSFORM TO SUCCEED":

- bring talent planning to all employees;
- identify key roles, skills and gaps exposed by virtual working;
- incorporate digital talent upskilling into your learning strategy.



WHAT CAN WE DO WITH OUR BUSINESS STRATEGY? HOW SHOULD IT EVOLVE?

Start to prepare for the post-pandemic times - keep thinking about the light at the end of the tunnel.

Once all urgent immediate actions are

taken, it's time to think about how to restart the business and how to adapt to the new reality and new conditions.

Keep up conversations with your customers to understand their needs and adapt it for the future.

Last but not least - **HOW CAN YOU BECOME A WINNER IN THE FUTURE?**

A couple of things to focus on: Resilience in the balance sheet, consolidation, new operating model, leveraging technology and a technology-mindset as the backbone of your operations.

From our point of view, you need to be fast and close to your customers:
MAKE A RIGHT VALUE-BASED DECISION AND ACT FAST TO BE WINNER IN THE FUTURE.

ANY SPECIFIC TIPS AND ADVICE THAT YOU WOULD GIVE?

Focus on a long-term recovering strategy, new operating model, resilient balance sheet, customers are important but don't forget that to be a winning business, you also need to have a winning team with you.

Communication is a key!

Share your leadership principles, key decisions, show your people their importance and keep them engaged.

This will give your team the stamina and motivation to push through challenges and come out winning.

Lead while showing care and practising effective communication. In the meantime, create new opportunities and find new ways to grow.