



# COVID-19 Exit Strategy

*"What does the new normal look like?"*

**"The C-Suite view from the top"**

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There is nothing wrong in doing things right first time

# Exit Strategy while no Entry Strategy



- Not chosen, unprecedented situation testing **Crisis Management & Resilience Capabilities** of already fragile markets & businesses
- **Urgency as Usual** and **Survival Modes**, as the 'New Normal' across widespread markets
- Adapt to mostly **fast falling markets and customers sales**
- Cope with often lacking clarity guidance / regulatory environment

# Continuous Uncertainty with Blurred remits on Policing

- Heavy burden on businesses to implement still unclear guidance
- COVID-exit operationalisation generating fragmented, unsecure 'policing' while expectancies around returning back to the offices evolve
- Data & methods inconsistencies, while these are primary source for high-level decision making



# Rare Opportunity to Innovate and shift Legacy to 'Normality'

- Examples: Amazon doing even better during crisis | A chocolate business launched a full e-sales capability within 2 weeks
- 'Crack on' **Business ethics, Customers Excellence, Data & Information quality, GDPR/Security and Digital Services**
- Implement, restore or strengthen activities, customers confidence and brand reputation through **better Corporate Governance, Resilience and Crisis Anticipation** (Compliance, CSR...)





# Thank you !

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