



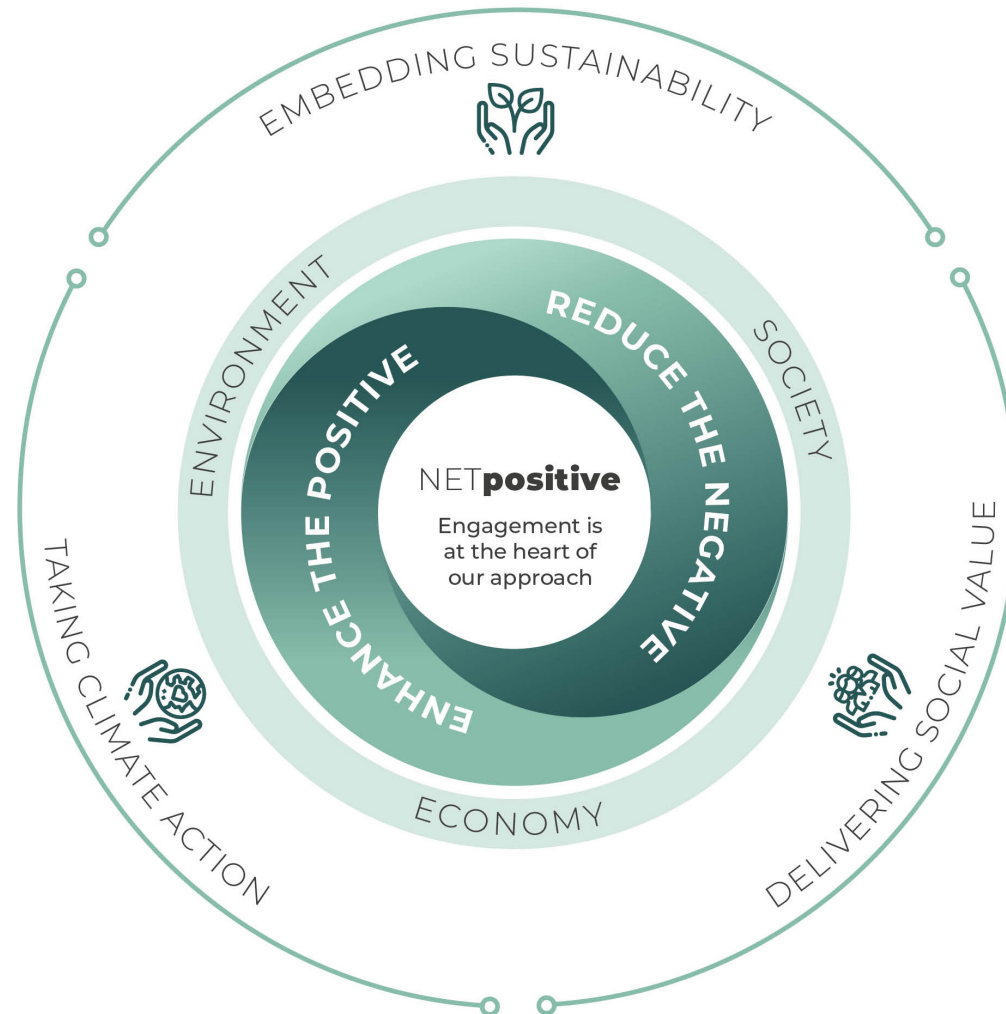
Planning for Growth

“The Chinese use two brush strokes to write the word ‘crisis.’ One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger — but recognize the opportunity.”

Jimmy Brannigan

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About NETpositive Futures



Planning for Growth

- The business context in 2020
- The role of empathetic leadership in business development
- Setting goals and business strategy planning
- How the concepts of social value and sustainability are crucial to business growth

The impacts of coronavirus on society

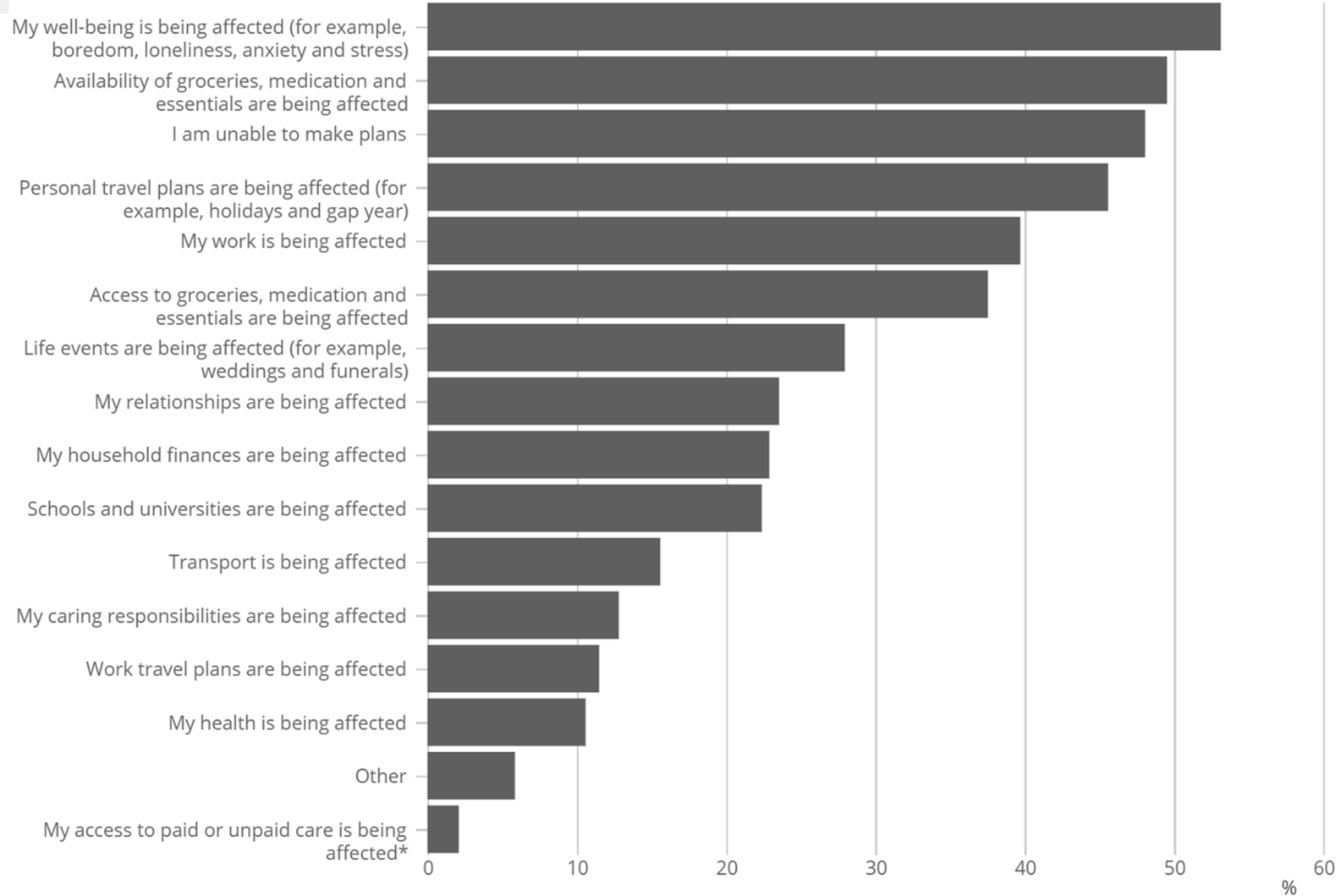
Social and Economic

- Increased unemployment
- Increased financial uncertainty and debt (individual and business)
- Reduced feeling of wellbeing
- Feeling of isolation, loneliness
- Mental health
- Education and home-schooling

**Coronavirus and the social impacts on Great Britain: 16
April 2020** - Office for National Statistics



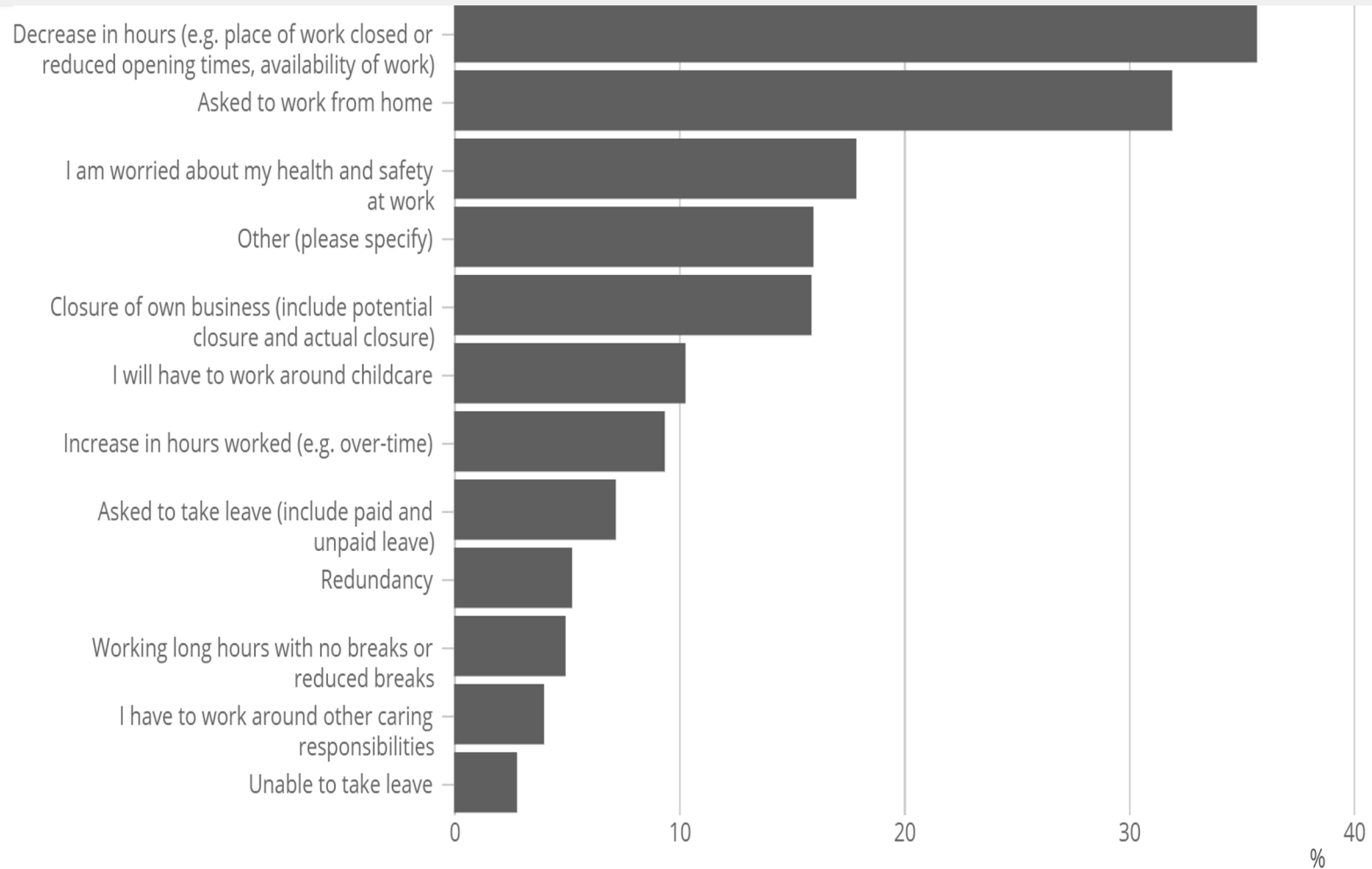
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Source: Office for National Statistics – Opinions and Lifestyle Survey



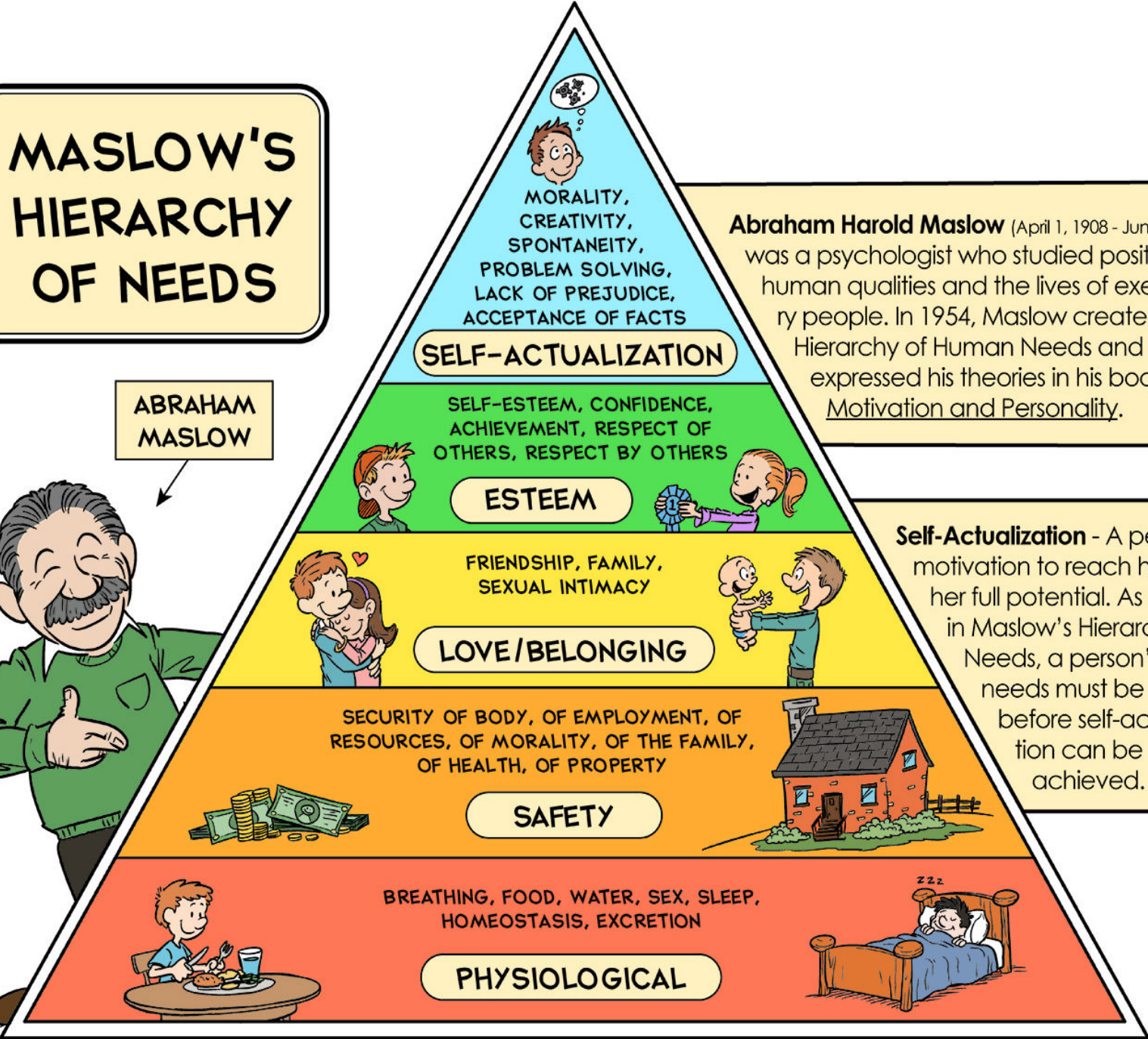
NET positive FUTURES



Source: Office for National Statistics - Opinions and Lifestyle Survey

MASLOW'S HIERARCHY OF NEEDS

ABRAHAM MASLOW



Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.

Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.



Empathetic Leadership

Strategic

Operational

Empathetic Leadership in Nepal





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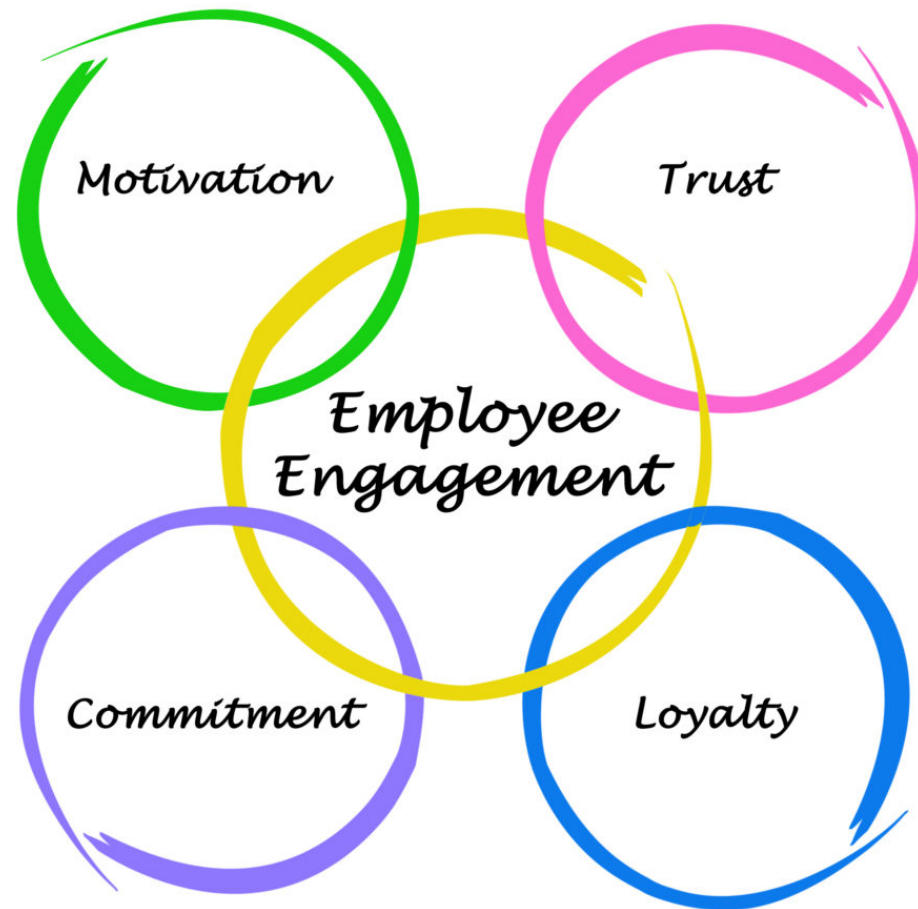
Empathetic Leadership in Middlesbrough



Setting Goals and Business Strategy Planning

Four Ideas

Setting Goals and Business Strategy Planning





Setting Goals and Business Strategy Planning



Setting Goals and Business Strategy Planning

SCENARIO ANALYSIS

The Four Scenarios





Setting Goals and Business Strategy Planning

Sphere of Concern

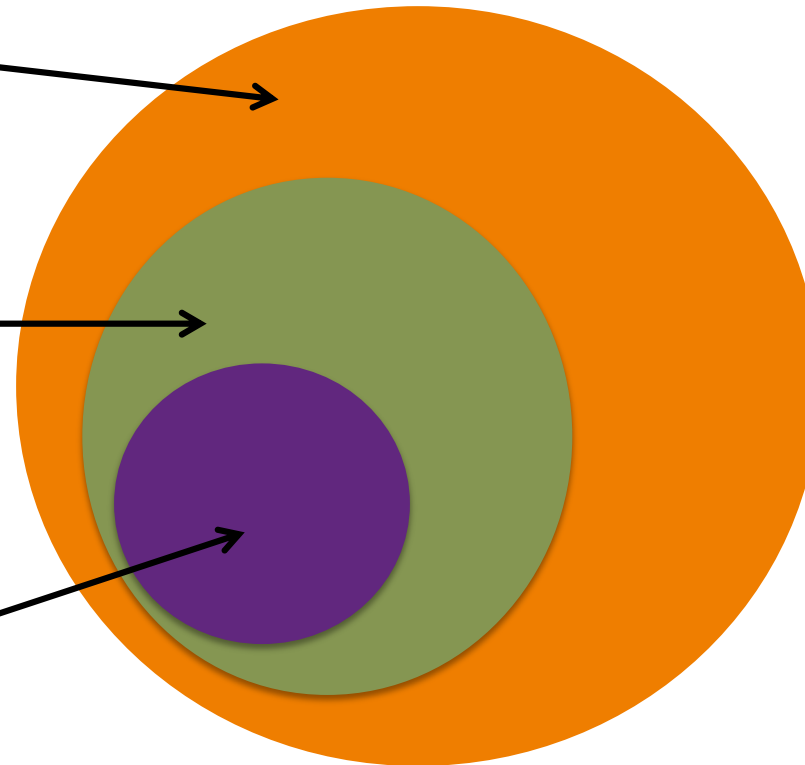
We make sure we are aware of these issues

Sphere of Influence

We aim for this area in the medium term (leadership)

Sphere of Control

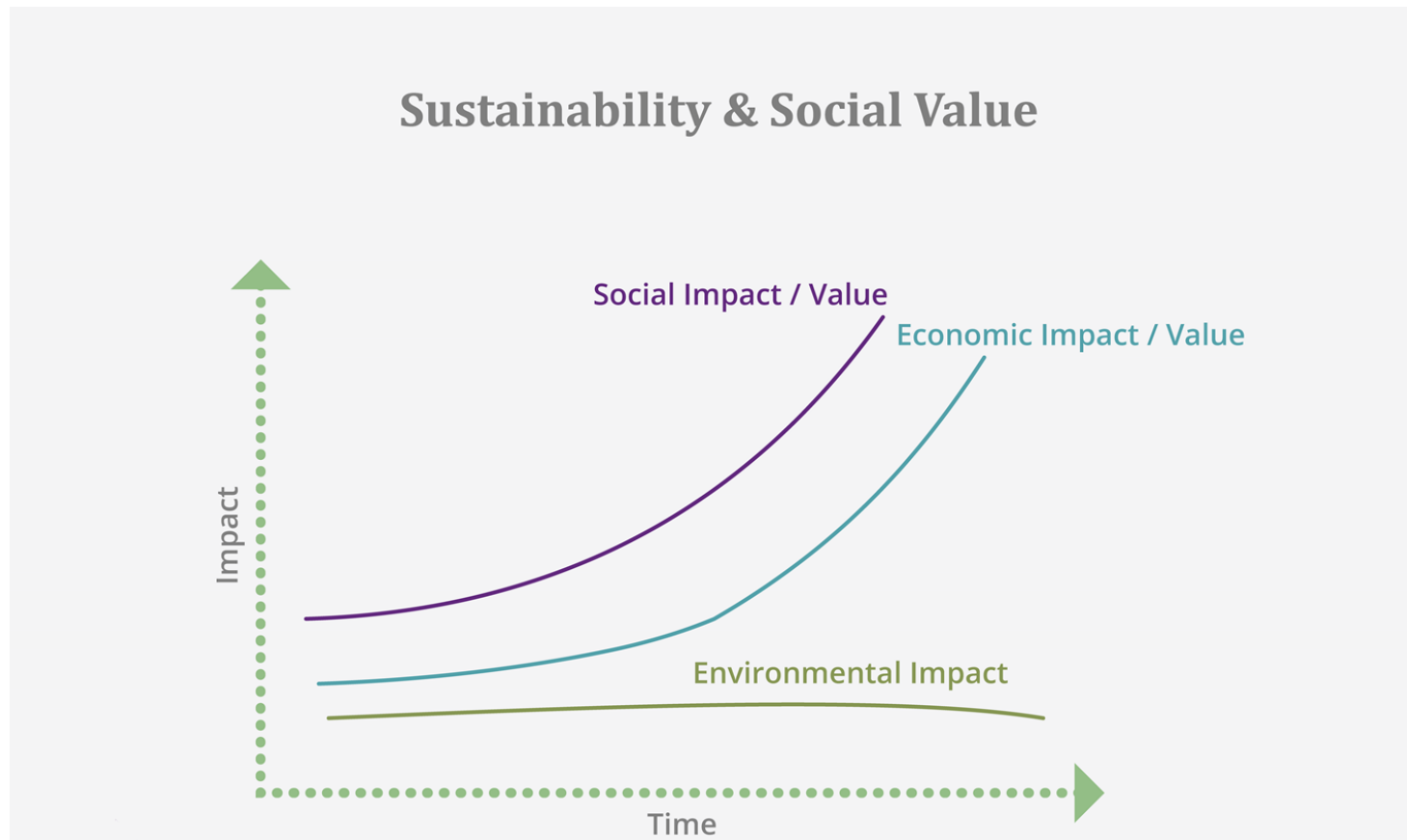
We start here!



How the concepts of social value
and sustainability are crucial to
business growth



Setting Goals and Business Strategy Planning





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 **SUSTAINABLE DEVELOPMENT GOALS**



Long term growth, prosperity and even
business survival is about...

‘Doing things differently
before we have to do very
different things’



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Further Information:

**NETpositive Futures Ltd
and
Go4Growth**

www.netpositivefutures.co.uk

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