

Business As Unusual

What the near future of business might look like
(and a few thoughts on how to avoid being left behind)

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Agenda...

1. Today
2. Impact on business
3. Actions

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March 23rd

New Zealand is at
Alert Level 3

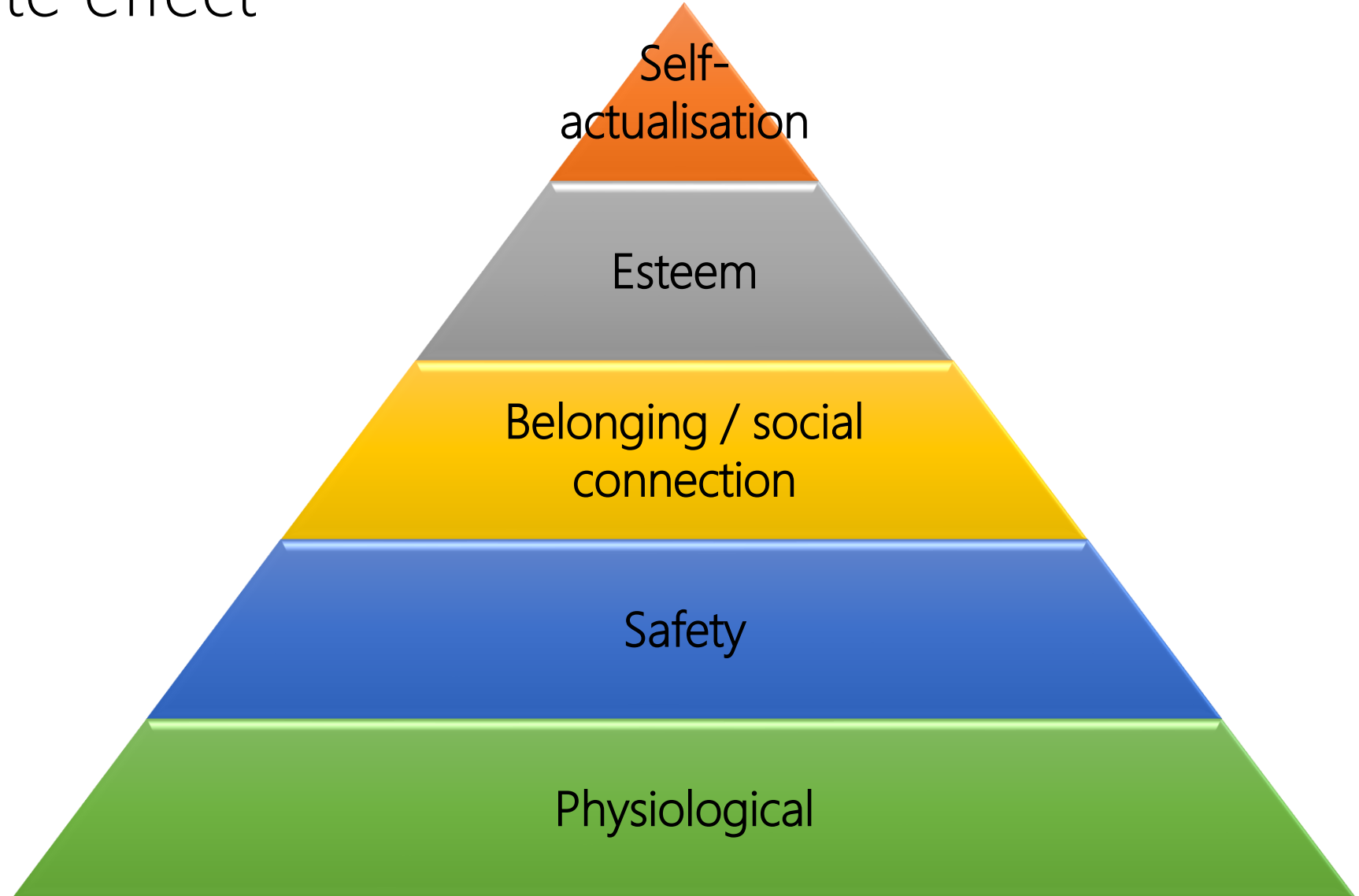
Unite
against
COVID-19

March 25th

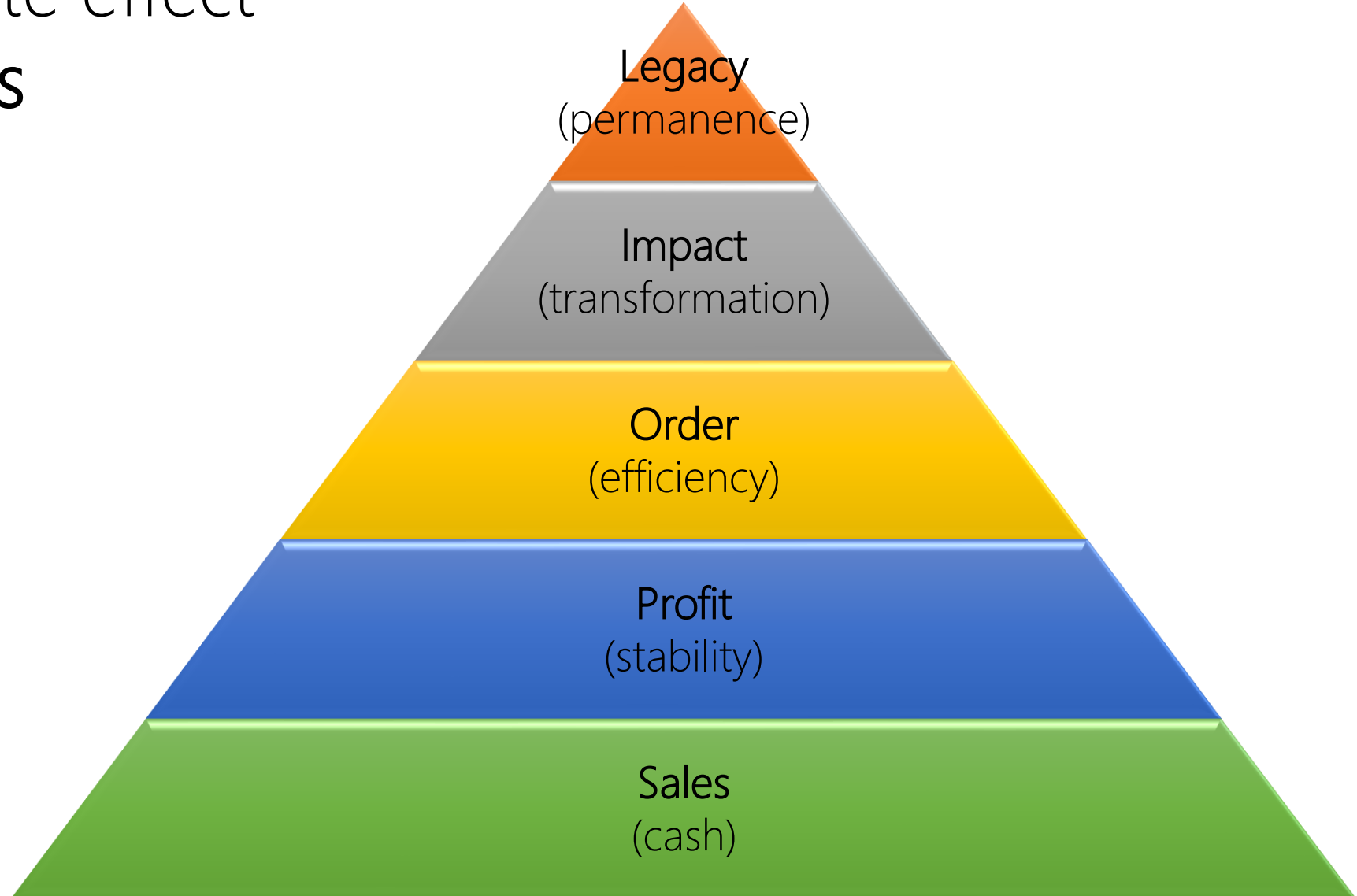


77

The immediate effect
on **people**



The immediate effect on **businesses**





77 = 2%

Agenda...

1. Today
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Yesterday: success = growth

Today: success = survival

Tomorrow: success = resilience

Decline of the office

Middle management mayhem

Schools

Digital-first

Innovation & diversification

Agenda...

1. Today
2. Impact on business
3. Actions

Get strategic

Get nimble

Self-disrupt

Secure customer loyalty

Pivot

Products & Services

New

Existing

Existing

New

Customers



Products & Services

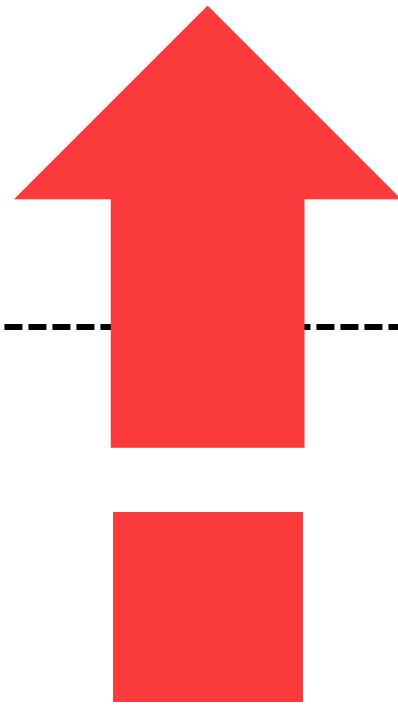
New

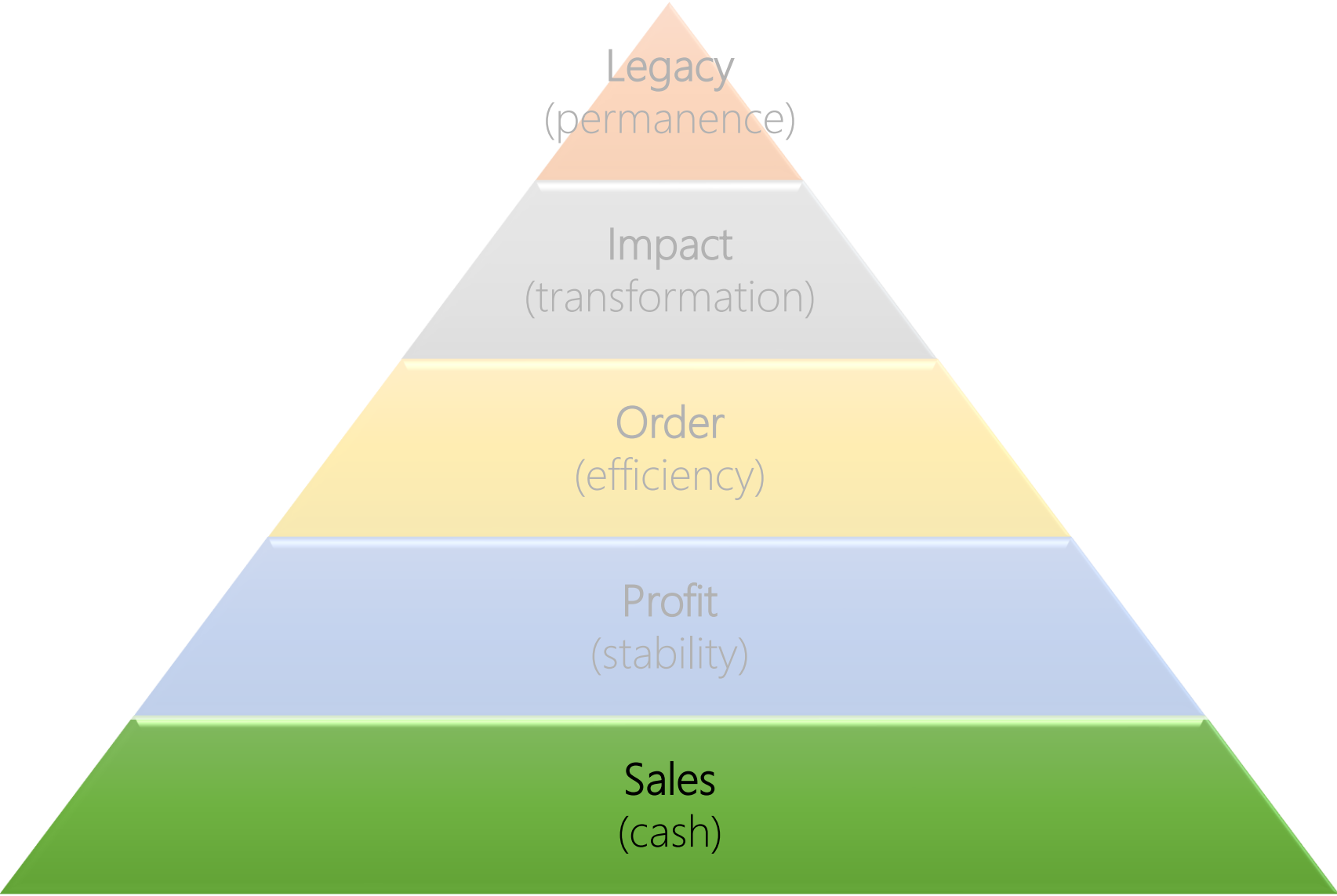
Existing

Existing

New

Customers





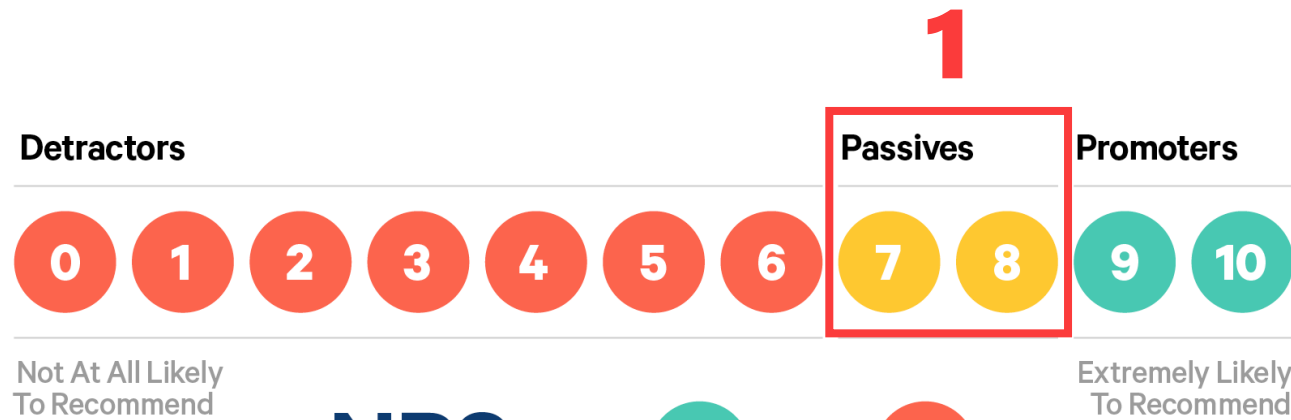
Understand your customers



SOAP

SOAP

Don't rely on NPS

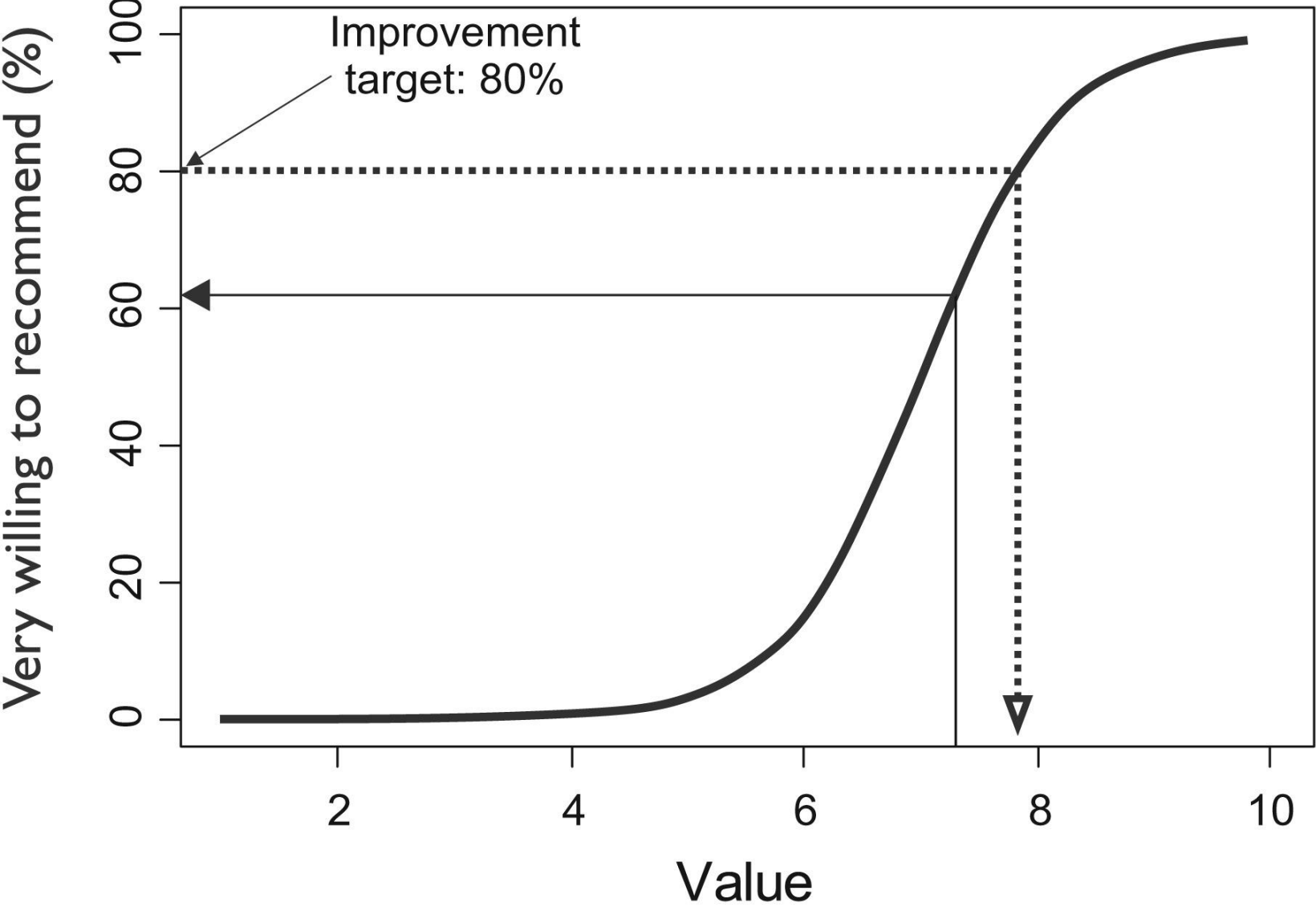


$$NPS = \% - \%$$

2

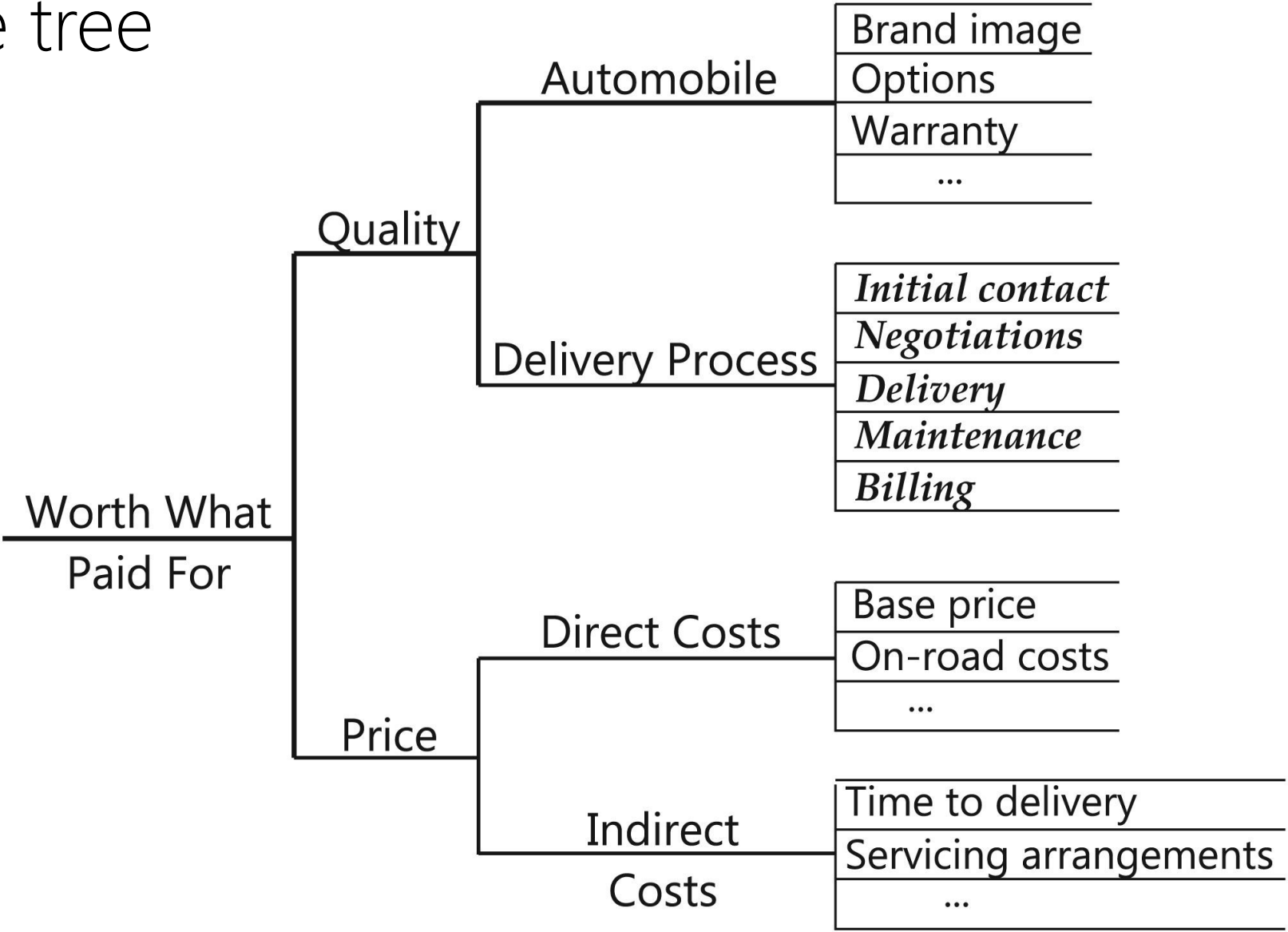


Value vs. loyalty



Customer loyalty = delivering value

The value tree



- 1: Get strategic
- 2: Get nimble
- 3: Self-disrupt
- 4: Secure customer loyalty

Thank you :)

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