





TURNAROUND AND GROWTH IN 2020

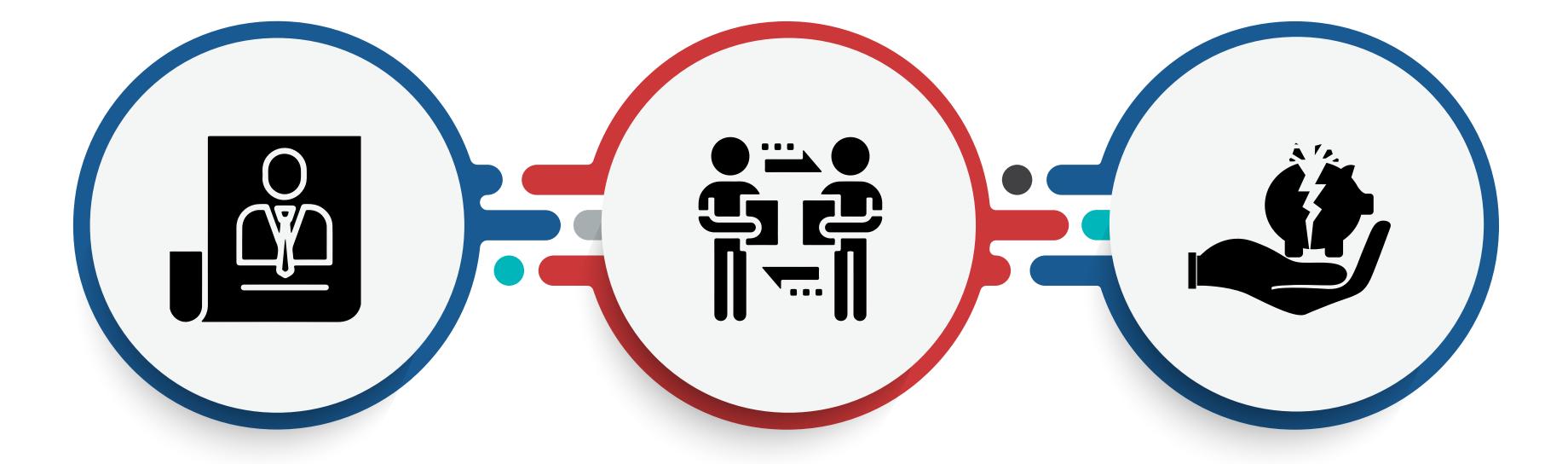
IN COVID-19 CRISIS







3 THINGS HAPPENS AT EVERY DOWNTURN



SURVIVAL & THRIVE

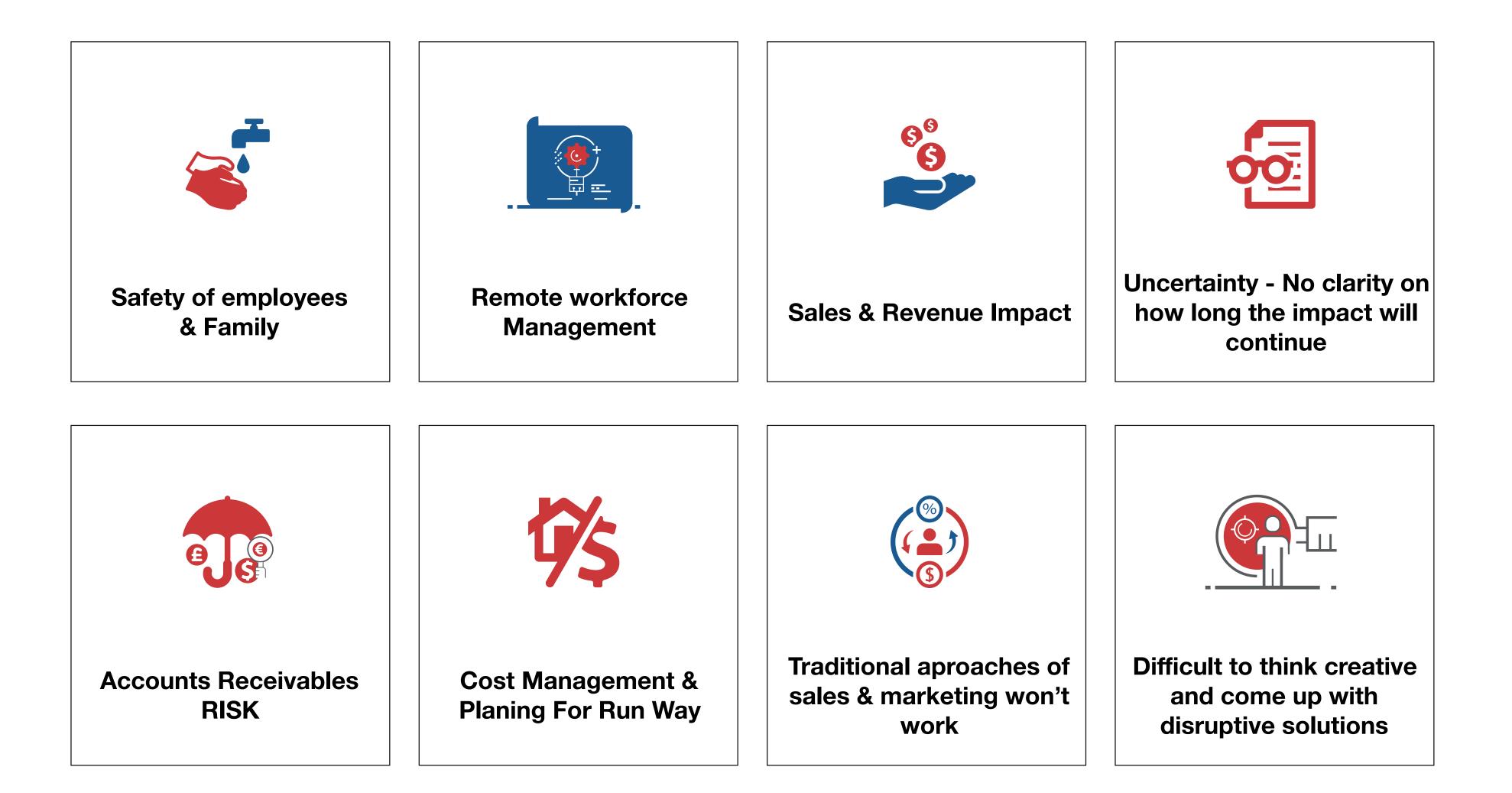


SHIFTS

INNOVATION & DISRUPTION



COVID-19 IMMEDIATE CHALLENGES AT HAND











TAG-20: YOUR BUSINESS TURNAROUND APPROACH



#6.Edge Discovery

- Stay informed on the market and ensure your research is up-to-date.
- Tap your best ideators and problem-solvers for fresh ideas in key areas of
- business
- Get your strategy critiqued by your most deliberative thinkers
- Leverage workforce to strengthen internal processes and systems Coach your key people. This is the best time to get their attention.



#5.Creative Marketing &Demand Creati

- Ramp up sales activities, don't abandon them
- Identify customer pain points and latent demands.
- Sell solutions, not products.
- Patience and empathy will win you the sales you need to survive.
- Follow a clear strategy for marketing. Keep it relevant and research-driven.
- Encourage and reward out-of-the-box thinking.



#4.Financial Risk Manageme

Estimate your current costs and revenue

- Don't assume anything. Data and communication is everything.
- Prepare for each: Worst Case, Realistic Case and Optimistic Case
- P&L Stress test
- Keep informed on customer habits and risk profiles

Assess AR threats

#9. STRATEGY







#1. Safety and. Readiness



- Ensure organization-wide awareness of safety-related information and provide essential resources
- Set up a daily Virtual War Room with key people to make quick, informed decisions
- Maintain regular communication all stakeholders. Provide real-time updates.





- Set clear expectations and performance measures
- Evaluate employee productivity, not hours logged
- Focus on individual and team strengths for best results
- Regular check-ins and clear communication are key
- Managers need help. Train them on talent maximisation as well.

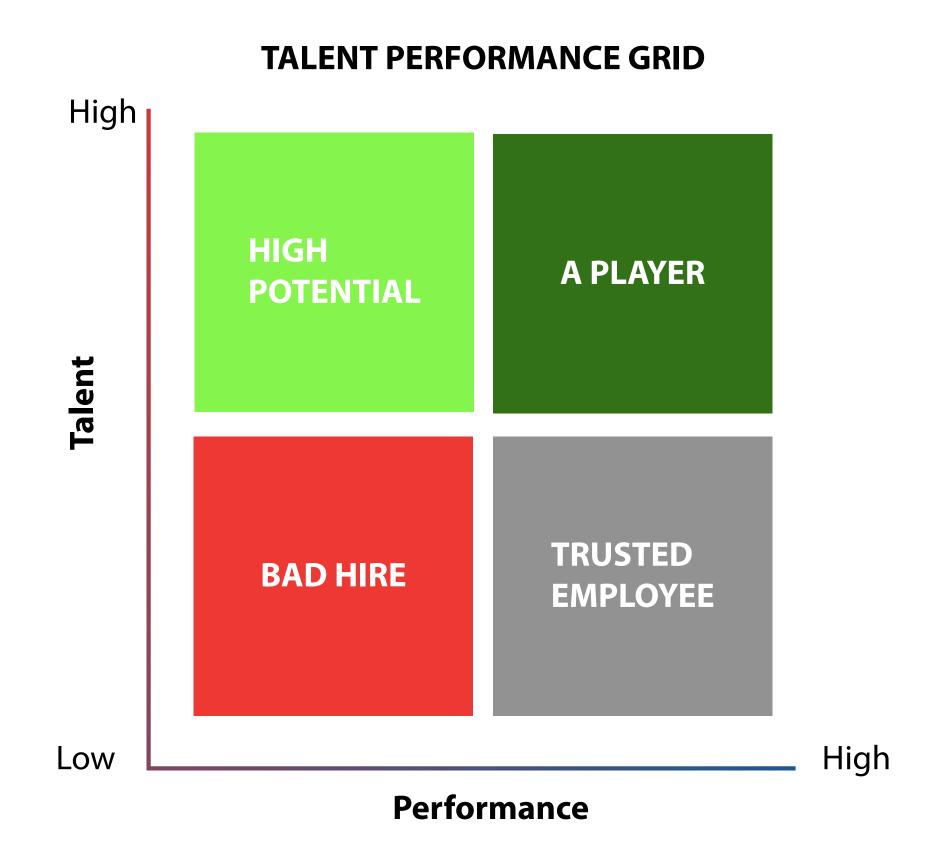
• Enquire after customer safety and needs

#3.Strong Customer Connect

- Be proactive in asking how you can help
- Guarantee quality and hassle-free delivery where applicable
- Win trust and confidence by following through quickly and reliably

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GET MAXIMUM UTILISATION OF PEOPLE





| 01 | Assess current utilisation of all your employees |
|----|--|
| 02 | Leverage any available resources for strengthening your long standing internal projects - process, asset development, cross training, etc |
| 03 | Put all your employees in the Talent- Performance grid. Take a closer look at your "Bad Hires" and decide what can be done. |
| 04 | Invest in your A Players & High Potential to train them and coach them to be able to take bigger responsibilities |
| 05 | Set clear process and expectations for remote workforce productivity |



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BE AWARE OF NEW SHIFTS...

- SHIFTS can come from any areas
- Change in beliefs We need to be in person to do ..xyz
- Remote Working
- Managers roles will shift
- Environmental Focus
- Eating animals to more vegetarian diet
- More Health Consciousness
- New definition of BCPs
- E-education
- Crowdsourcing Your resources can be from any where !!







INNOVATION AND DISRUPTION

- Massive disruptions will come in remote Woking area -
- Monitoring, security, etc
- Health care areas
- Content space
- Bandwidth space
- "Virtual ...anything" Virtual Tradeshows to Any thing
- New business models will emerge
- More M&A activities will take place







DON'T PANIC ...THIS CRISIS SHALL END...

- Stay Calm
- Put 200% effort in all areas you will get advantage
- Look for new opportunities & Repurpose your business
- Most Importantly real trust and relationship gets tested now.
- So be mindful with your clients, employees, partners and vendors !!



DON'T

OUT OF CONTROL ACTIVITIES -**SOCIAL MEDIA &** WORRYING **ABOUT CORONA & YOUR BUSINESS**





IN CONTROL ACTIVITIES -**YOUR BUSINESS & STAY AT HOME**

DO

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