

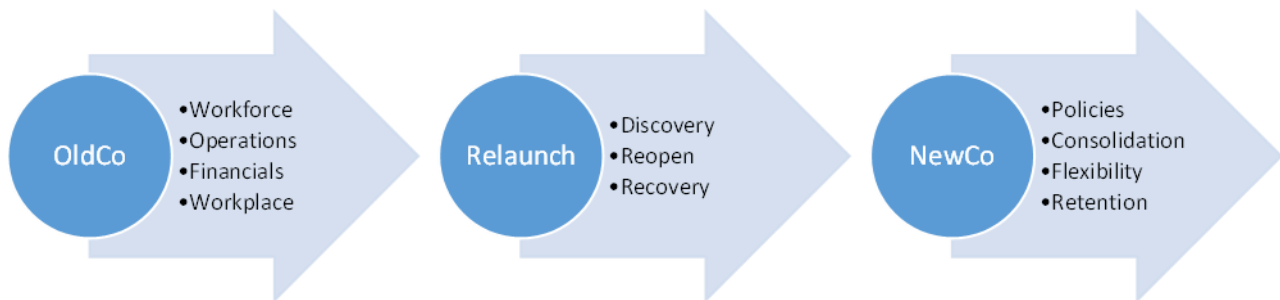


Relaunching your Business in the Post-Covid-19 Economy

To successfully relaunch and sustain your business in the Post-Covid-19 economy, you need realistic answers to questions such as those below. To thrive in the emerging business environment, you must implement feasible, proactive, and timely solutions for your specific recovery goals. ConfluCore helps business leaders initiate and structure change using a wholistic approach to business design.

- *How will your business be affected as the economy reopens?*
- *What are your new, unforeseen business challenges?*
- *What will your business be forced to do differently, now and in the future?*
- *What will your customers, employees, and suppliers expect going forward in this decade?*

Short-term reopening will require sizeable *readjustments* of the existing business to provide physical safety through virtual meetings, social distancing, continuous disinfection, and other unusual procedures mandated by the crisis. Long-term recovery, however, will require thoughtful *redesign* of processes, jobs, and workplaces. These recovery actions are the business equivalent of a company “**developing immunity**” against business disruptions so it can continue to adapt and thrive.



Relaunching and Sustaining the Business

To relaunch the business for the post-pandemic economy, or after any major crisis in the 2020's decade, we recommend a 3-step process. First, ConfluCore will conduct a high-level review forming a baseline of existing operations to identify what can remain and what should be changed going forward. During this *discovery* step, we will identify the opportunities for further development and quantify their value to the organization. Secondly, we will determine the actions required to reopen the business, including the legal directives and required health

and safety requirements. Finally, we will develop *a recovery plan* for the new business which links to the developmental opportunities identified in the first step,

With 350+ cumulative years of executive leadership and management consulting experience with the world's leading organizations, ConfluCore's team is well positioned to help guide your business relaunch *and* sustain. To aid in this transition, we will employ our state-of-the-art business dynamics methodology – SIGOMO® – to productively guide your discovery and recovery efforts. It allows us to quickly and efficiently discover your key business levers to develop your **Reopening and Recovery Plans**.

Our Core Methodology – SIGOMO®:

While production and service weaknesses generally appear in a single business area, the root causes are often shared across multiple functions with diverse management responsibilities. To understand the full problem scope and inevitable unintended consequences of a partial solution, we utilize our proprietary SIGOMO® methodology to address the dynamic interactions of Strategy, Innovation, Governance, Operations, Marketing and Organization. Our innovative methodology allows us to:

- Ensure multiple business aspects are considered *systemically, not in isolation*, so we may identify the negative interactions and find cross-functional synergies which emerge only from understanding these interrelationships (known as Business Dynamics).
- Assess the problem from *both the outside-in and inside-out* perspectives; we examine supply-demand market interactions, people-culture affairs, and technology-business impacts, including the AI/ES potential.

This method reveals whether proper synergies are in place across the entire business for adapting to changing markets. Our approach is based on the System Dynamics method developed at the MIT Sloan School of Management. This method simulates and accurately identifies the most feasible, reliable, and timely approaches to specific challenges, then it forms the foundation for any solution implementation.

Consulting Engagements – Lean and Agile

ConfluCore consultants have deep experience in all areas of business and have recognized accomplishments across both industry and academic domains. Some of the most prestigious service and manufacturing organizations have benefitted from our services domestically and internationally. To assure optimal quality of service and desired outcomes, we only assign partners with the right expertise who can deliver rapid results in a collaborative manner with you and your organization.

Our engagement model easily scales to both large and small problems, but we prefer to engage the client when the problem is emergent and manageable.

To learn more about how we can help you with your business relaunch, please contact us at: <http://confluore.com/getting-in-touch/> or, give us a call at: (214) 934–0511.

Sampling of challenges facing corporations in the emergent economy:

Creativity and Innovation – Interestingly, creativity abounds in organizations but is often not amassed and transformed into innovative solutions. Applying holistic, systemic approaches, significant breakthroughs can be exploited meaningfully. Applying SIGOMO® and simulating business dynamics of creativity flows in organizations opens up fresh solutions that generate new markets as well as serve existing ones more profitably. It is important to remember that innovation is not only the domain of technology but are nascent in all areas of business.

Talent management – Prior to the shutdown, many businesses invested time and resources to acquire, develop, and retain top talent. Post-shutdown redesign of business models and processes will necessitate careful rethinking of the existing organizational assignments and the needed skill sets. Successful solutions will integrate existing talent, adjusted tasks, relevant training, succession planning, organization development, and their dynamic interplay to raise talent effectiveness and organizational productivity.

Supply chains – Over the past two decades, global supply chains have emerged to provide for very low-cost and expeditious flow of materials and information. However, as shown by the Covid-19 pandemic, they are also prone to serious operational and political disruptions. More flexible and resilient supply chains will be designed to include multiple suppliers at multiple locations, collaborative R&D, product recycling, and revised inventory policies. By applying AI and Multi-Firm Supply Chain (MFSC®) approaches, far greater efficiencies can be exploited.

Workforce retention – During the shutdown, businesses and their employees realized that, for several business segments, working from home can be productive, less costly, safer, and more convenient than pre-shutdown. While businesses will take this opportunity to re-evaluate two very expensive areas of spending, labor and office space, they must do so in a way that aligns organizational culture with the career growth and job security needs of their employees. This also includes the evaluation of a Hybrid working models.

Workplace redesign – The changing workplace will require a fundamental rethinking of the business processes and workflows, including the identification of those that may benefit from intelligent automation – where routine tasks are automated and performed *efficiently* by “bots” not impacted by social distancing – and employees are developed for tasks only they can do *effectively*.