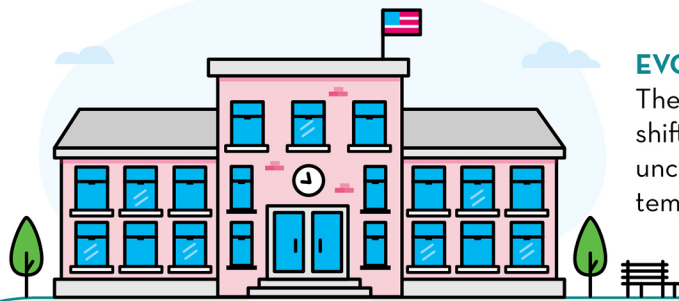


Preparing for the New Normal

Use this business assessment framework to determine how you can best position your business in light of COVID-19 challenges.



EVOLVING

The business has experienced shifts and changes, but it's unclear whether these are temporary or permanent.

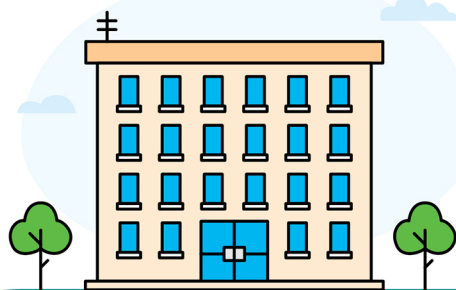
- **EXAMPLE INDUSTRIES**
Telehealth, remote working, professional services, education, durable goods.
- **ACTION**
Scenario plan to identify potential boosters or blockers and potential responses.

- **CONSUMER BEHAVIOR**
New habits have not yet emerged, but are likely to occur.
- **OPPORTUNITY**
Anticipate shifts and position accordingly.

AMPLIFIED

The business has been required to temporarily step up their operations or offerings to remain open and accessible as a public service.

- **EXAMPLE INDUSTRIES**
Essential services such as grocery, drug, mass, DIY, daycare centers; first responders; critical infrastructure.
- **CONSUMER BEHAVIOR**
Current habits have temporarily changed, but will return to normal.
- **ACTION**
Leverage opportunities for conversion and retention before attention shifts.
- **OPPORTUNITY**
Retain and fuel new audiences, occasions as crisis fades.



DISPLACED

The business has been able to somewhat shift its offering to accommodate new realities, often with significant impact

- **EXAMPLE INDUSTRIES**
Retail, entertainment, ride sharing, travel and hospitality, home care services, real estate.
- **CONSUMER BEHAVIOR**
Current habits have shifted and may return to normal, but likely with changes.
- **ACTION**
Profile consumer habits and tailor existing products, services and experiences to alleviate pain points.
- **OPPORTUNITY**
Recover lost demand as quickly as possible.

DISRUPTED

The business has not been able to easily shift their offering to accommodate physical distance and has made significant cutbacks or shifts to operations.

- **EXAMPLE INDUSTRIES**
Restaurant, co-working spaces.
- **CONSUMER BEHAVIOR**
New habits have emerged and will likely persist.
- **ACTION**
Conduct a qualitative and quantitative inventor to determine new demand spaces and potential profit centers.
- **OPPORTUNITY**
Determine how to pivot or reposition as quickly as possible.

