

5 Tips to Ride the Bumpy Covid-19 Road Ahead

As lockdowns are being lifted, the urge to get back to normal is understandable, yet is it wise to let our guards down and proceed full blast ahead? One thing is certain the new normal will not be “business as usual”. Kick-starting this recovery and sustaining it through the bumpy road ahead is the challenge.

Here are five tips to stay resilient in this ongoing, uncertain and unsettling phase we are entering.

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1 Set the Course

First things first, having taken stock of the impact to date, **set the course for the recovery period and focus on holding that course**, it will keep you going through the likely bumps ahead and ultimately get you where you want to be. All eyes will be on your organisation and how you have led by example through the storm.

2 Balance People & Business Objectives Sensibly

When it comes to the **safety of your employees, prudent overreaction is advised**. When it comes to how you **operate your business, drive slowly forward**. Sustaining stakeholder trust through the next phase is critical. Remember this is a people problem and don't lose sight of this when trying to mitigate the business impact.

3 Scenario Plan:

This is the time to **get ready for a potential second or even third wave**. Use the data and analytics you acquired in the last few months to predict how a second wave, including **one with prolonged supply chain disruptions and more infections amongst employees could affect your business** and scenario plan accordingly.

4 Stay vigilant

Whilst the urge is there to go back to business, remaining vigilant though the next phase is key to longer term recovery. This includes **keeping core teams and task forces active with a watchful eye on possible developments** to try and stay ahead of the curve.

5 Don't Go Into a Siege, Stay Out There!

Even if you make all the right decisions, no one will know unless you tell them. In protracted crises such as Covid-19, on-going active internal and external communication is often the make or break factor in the recovery phase.

Uncertainty is inherent to crises. The Covid-19 pandemic has yet to manifest itself fully and it may yet get worse before it gets better. The ability to steer the course through the unknown is the ultimate objective. Remember that whilst the events are out of our control, the way we chose to behave and respond to them is entirely our own.