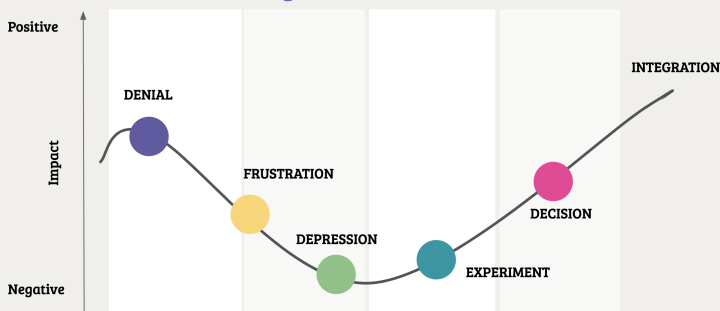


**"It's pretty safe to say that things are going to be a little bit different around here for a while."**

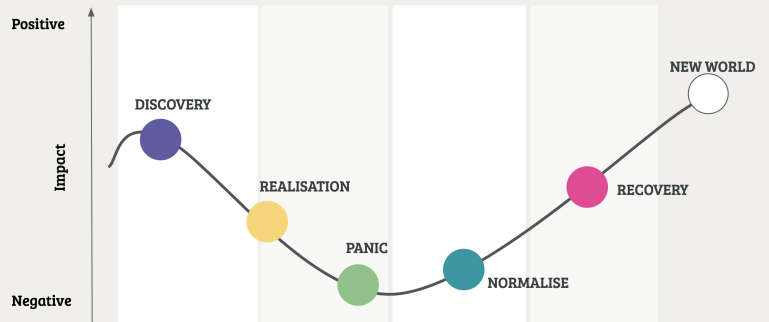
With that in mind, we as a business have been busy planning, firstly in reacting to the situation and responding, but essentially coming to terms with the changes. We now we find ourselves planning for whatever this New World looks like.

You might be forgiven for wondering how we can plan for the unexpected and unprecedented times, and you would be right. But without taking a long term look we could quickly slip behind. We adapted the traditional grief/change curve to reflect the current situations we find ourselves in. Using this, we're able to help work out where we were and where we want to be.

**Traditional Change Curve**



**Pandemic Trend Curve**



You can use the curve to self identify, and then look forward to see what needs to change to survive now, as well as plan for the future.

From all this planning we have put together this handy template. To make it work for you; firstly choose from the list of behaviours (A) or come up with your own that might change over the coming weeks, months and years. Then look at that behaviour change in the following nine contexts. We have created the templates on the next page to help ask yourself three important questions, both for recovery and for the new world sections of the curve.

**A. Changing Behaviours**

- More remote communications
- Avoidance of traditional retail
- Uptake in video conferencing
- Less travel
- International travel reduction
- More value on work/life balance
- Remote exercise/Focus on home exercise
- Digital healthcare
- Focus on home exercise
- Use of cash (paper money)
- More flexi working
- Localised supply chain
- Mass gatherings for some
- Continuity planning focus
- Wider acceptance of flexi and remote working
- Uptake in digital meeting and communication
- More community awareness
- More time spent at home
- Remote family gatherings/community
- Uptake in digital meeting and communication
- Mass gatherings for some
- More self reliance
- Isolationist
- Better awareness of hygiene
- High physical touch point avoidance
- Self service uptake
- Lower appetite for risk

**B. Context**

- Technology
- Travel
- Health & Well-being
- Work & Finance
- Community & Family
- Fun & Recreation
- Human psychology
- Society
- Environmental

**C. The Questions**

1. What behaviour will change?
2. How will that impact my business?
3. Where are the opportunities?

# RECOVERY STAGE

A. What behaviours will change?	1. How will that impact my business?	Impact Rating	2. Where are my opportunities?	3. What actions are needed?
More remote communication used by more people <b>(TECHNOLOGY)</b>	More video client calls, better efficiency, less cost, environmental benefits. Pitching opportunities remotely	<b>HIGH</b> MED LOW	Create an awesome online virtual experience they won't forget. Blow them away. Less cost.	Invest in remote tech and knowledge. Replicating the office experience

By printing this or using it as a reference point you can begin to ask yourself the important questions that will help you to plan for a quick recovery, but also for a changed landscape and market.

There will be many different changes that happen that will impact businesses in many ways, it is important to capture as many of these as possible.

Next comes thinking about the future. You know what you have to do to get yourself out of the current situation and into a state of recovery. What about the future? Has your business model changed for good? Use the next template to ask the same questions but with a focus on the New World going forward.

A. What behaviours will change?	1. How will that impact my business?	Impact Rating	2. Where are my opportunities?	3. What actions are needed?
<p>More remote communication used by more people                      (TECHNOLOGY)</p>	<p>More video client calls, better efficiency, less cost, environmental benefits. Pitching opportunities remotely</p>	<p><b>HIGH</b>                      MED                      LOW</p>	<p>Create an awesome online virtual experience they won't forget. Blow them away. Less Cost.</p>	<p>Invest in remote tech and knowledge.                      Replicating the office experience</p>

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