

## Coronavirus Crisis, the Opportunities

This pandemic is causing problems for many people and companies, but we should still look at it as an opportunity: an opportunity to rethink processes and procedures, HR policies, working tools and the introduction of new technology. We must innovate, take a different approach and seek to make it profitable for all parties.



**Change** - Many companies have complex operating processes with too many rules and regulations and rigid hierarchies. As a result they are cumbersome and unproductive, reluctant to change and averse to risk-taking. But in the current pandemic, with many of those who are still operating having been forced to change and face risk, they have come to the realisation that there is no bigger risk than simply doing nothing, so they have ended the status quo.

Many employees are working from their homes and with the right processes and tools are being more productive than ever before.

Meetings are now not as important as they used to be, so there are fewer of them and they are shorter, more focused and more efficient. People are getting more time to do their jobs.

Companies are realising that there's a lot to gain in taking this opportunity to speed up change. Things will never be the same again.

**Lead** - Managers always want the best for their companies and teams, but many of them find it difficult to convince themselves and others to take the necessary risks. Either because they believe it's the best course of action or to comply with company culture, their focus is to stay within their budget, taking no risks at all or as few as possible. But to come through this crisis successfully, they need to lead their teams by taking risks to solve problems and redesign the company for a better future.

Previously anonymous workers could suddenly stand out, revealing themselves as natural leaders capable of taking teams or even companies to the next level, and managers must be able to recognise, welcome and encourage such potential.

**Focus and accountability** - Companies have always had to deal with problems and conflicts, some more complex than others. In most cases, management will carefully analyse all the problems with different levels of priority and will not share the facts with the lower levels. Often, managers believe that they alone are capable of ensuring all the issues are being solved or addressed, but this limits their capacity for forward thinking. To come through this crisis, managers need to be focused on what lies ahead and on what really matters and, in order to achieve this, the entire company needs to be aware, focused and accountable for its actions. Awareness and accountability are essential.

When people are aware, focused and accountable, their achievements will be extraordinary.