

BINLEY DRAKE
CONSULTING



Information Involvement Influence

Covid web conference 3rd April 2020

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Information Involvement Influence



Topics

- Immediate priorities
- The two “new normals”
- Separating thrivers
- Actions in lockdown

Priorities

Cashflow

1. Creditors & debtors
2. Costs and investment
3. Bridging the gap

Relationships

1. Staff
2. Customers
3. Suppliers
4. Investors
5. Institutions

Strategy

1. From plan to playbook
2. Serious about scenarios
3. Invest in innovation

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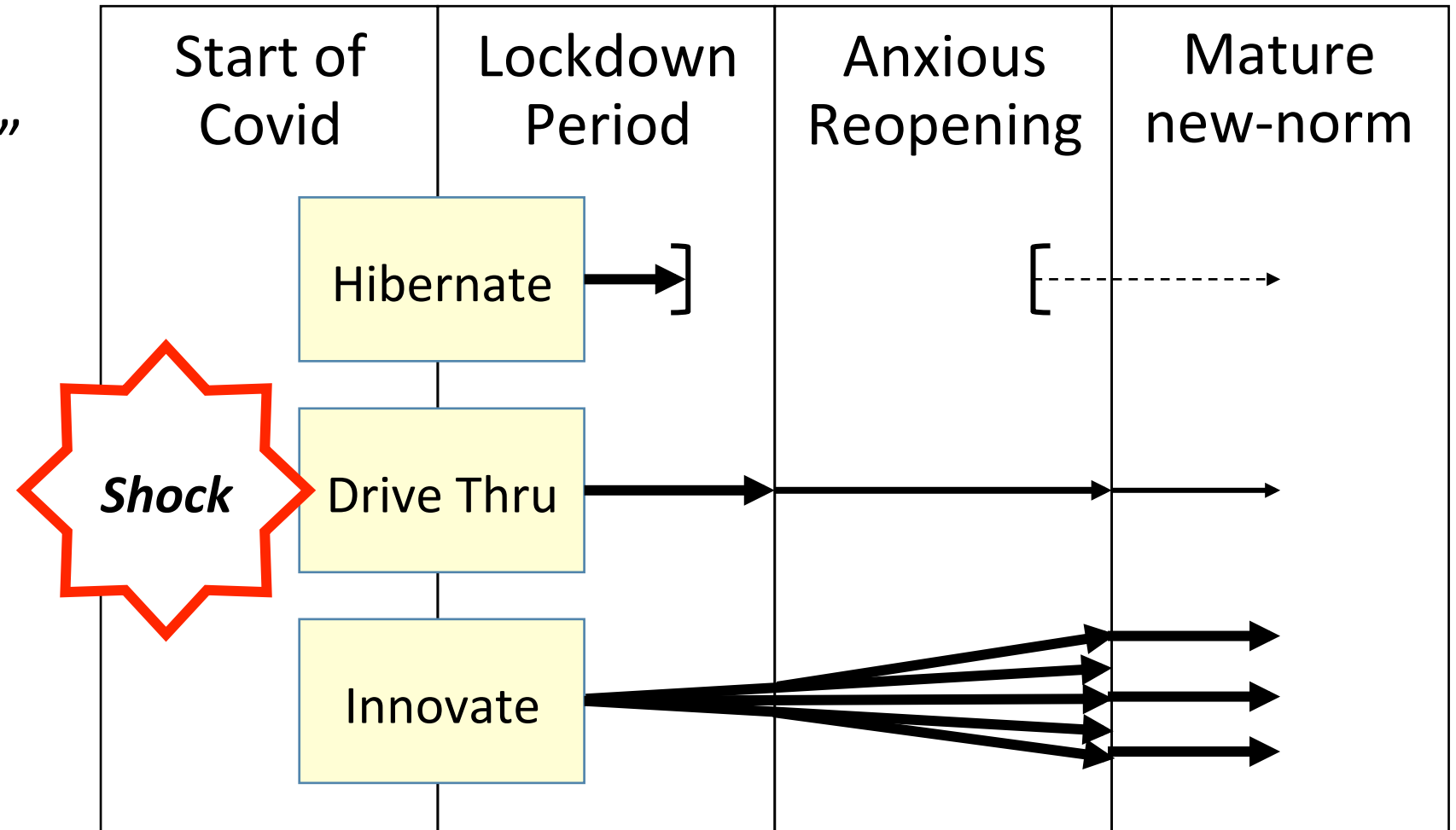
The “new normals”

Start of Covid	Lockdown Period	Anxious Reopening	Mature new-norm

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Survivors and thrivers



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Actions in lockdown

- Cashflow
- Relationships
- Playbook
- Scenarios
- Innovation

Survive



Thrive