The pandemic has created a mandate for change, and some companies are responding in ways to ensure not just survival but also an ability to thrive in a forever changed world. You should create lasting change too.

Today, change is taking place at a rapid pace; many banks were able to stand-up entirely new loan processes for PPP in a matter of days, completely revamp their branch delivery systems, and move to remote work more seamlessly than could have been envisioned. CEOs are finding out their teams can be far more efficient and effective by working differently and the entire organization can rally around change. We aren’t going back to business as usual, and it’s imperative that this mandate for change not be wasted.

**CPG can help your team with its Mandate for Change discussion through our Focus on Change Workshops.**

**Envision the future if you don’t change.** Start with the tough question: if the recession deepens or lasts for years, the pandemic continues, our customers remain in their homes, or businesses disappear, what will the impact be to our business if we don’t make changes now?

**Reimagine the future.** What are you learning now about your business, employees, customers, and the markets you serve that suggest challenges and opportunities for your strategies, operating processes and staffing models going forward? What changes have you already seen or made that should be lasting? What radical changes could you make to build a different business model? The point here isn’t to come to consensus on the future – too much remains uncertain. The goal is to develop ideas around changes needed, some of which should be implemented now.

**Define the near-term action plan.** What actions should we take in the next 90 days and then for the remainder of 2020? Adopt at least one radical idea to push into R&D – with an agile project approach and a tight deadline on recommendations and implementation activities.

**Capture ideas for 2021.** What will we need to be doing differently in 2021 to survive and, ultimately, thrive? Make certain this list of ideas continues to be developed and considered – and informs the 2021 planning/budgeting effort.

**Contact Mary Beth Sullivan at 202-422-5261 or via email to discuss how CPG can help you make lasting, impactful change to survive and thrive in today’s uncertain environment. Let’s schedule a Focus on Change Workshop today!**