



Project Phoenix: Pivoting from Crisis to Opportunity

How does one return from an existential crisis? As we begin to gradually re-establish “normalcy”, every leader will aim to be thoughtful and bold. We can help your team flip the narrative from tragedy to opportunity by using this unintentional business disruption as a gift to become stronger and better.

As a leader, you want to be the beacon to illuminate the path forward as you emerge from this time of uncertainty.

Pressure to bounce back, tackle the urgent, and act now could lead you to miss this unique opportunity for growth.

More than ever, conscious reflection, intentional decisions and clear direction are each key to creating a more robust, resilient organization.

Great leaders will recognize and seize this rare opportunity for growth.

As we emerge from this pandemic, there are **four big *pivotal questions** every leader should be asking:

1. What are the practical realities of returning to business?
2. What is the best way to be impactful and effective as a leader during crisis and recovery?
3. How can we turn this adversity into opportunity?
4. How should this experience inform our path forward and what are the implications?

Project Phoenix is a program specifically designed to help senior leaders consider their newly defined context, examine what they have learned, and translate those lessons to strategic and operational choices. Every leader and leadership team must align on new ways of working and being together...and on how, collectively, to move their organization forward.

THREE-PHASED APPROACH

• Managing the practical realities of returning to work & establishing the "NOW-Normal"



Phase 1:
Get Back to Work

• Leadership reflection, organizational learning, & strategic choices to establish the "NEW-Normal" and map the path forward



Phase 2:
Integrate Learning

• Defining a road map, implementing the plan, and reinforcing new ways of working



Phase 3:
Bring the Plan to Life



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Project Phoenix's three phases help leaders get back to work quickly (Phase 1), redefine their organization's future (Phase 2) and put practical structures in place to implement and sustain the changes you aspire to make (Phase 3). In each phase, your team will answer critical questions, make choices and build new capabilities to bring your new vision to life.



Phase 1: Get Back to Work (NOW-Normal)

What is the NOW-normal? From a practical perspective, you will wrestle with the complexities of staging the return to work and establishing a bridge to reach a "New-Normal", which your team will define. We will look at policy, procedure & protocol changes, facilities & accommodations, employee safety & security, vendor & partner relationships, investment implications, skill and behavior requirements and internal communications needs.



Phase 2: Integrate Learning (Deep Reflection)

Here leaders will think deeply about what they have learned during the crisis. What has been revealed that was un-seeable before? And what can they anticipate based on this new business context and impact to the industry? In this section teams will focus on *Pivotal Questions 2 & 3 to challenge the status-quo, refresh the organization's aspirations and explicitly define the leadership changes required to drive changes. Using your team's new perspective and revised business context, you will challenge the organization vision, priorities, goals, objectives and traditional ways of working. There will be a focus on defining a more resilient culture, new behaviors and leadership tools required for success.



Phase 3: Bring the Plan to Life (Implementing)

In Phase 3, leadership teams co-create a plan of action. Project Phoenix offers structures and tools to help manage ongoing leadership routines to drive the changes you define. You will determine priorities, investment choices, and big milestones for the next 3 years. Together, anticipating barriers and identifying naturally occurring tensions, the team will decide how to address and overcome them. Leadership teams will end with a flexible road map and new perspective to lead your organization to the new reality they have helped to create.

CUSTOMIZED & CAUTIOUS APPROACH



We tailor this program for your organization to meet your team wherever it is in terms of readiness. Our job is to help you uncover new ideas and possibilities by asking hard questions, facilitating deep reflection and challenging old ways of thinking.

The key to Project Phoenix is engaging in an uncommonly deep dialogue. Together, we will assess your situation and consider the risks and rewards to decide how to best engage in critical conversations. Weighing the latest medical and scientific guidance, alongside your business needs, risk tolerance and other practical factors, we can decide on face-to-face vs. virtually led conversations.