

WDHB

Nurturing the Next Normal

Thematic Input



WDHB

Introduction

Nurturing the Next Normal

As we are expecting and expected to move beyond this extraordinary time, the idea of rushing back to life before Covid-19 provides relief and comfort. However, **there is no going back** – too great is the imprint on our experience and the trauma of those affected, too inspiring the adaptation capacity we witnessed and too powerful the innovation opportunities we only just glanced at.

Another unstoppable force continues to sweep the world this spring; the worldwide uprising against racism is yet another call to change the status quo. **These times demand both candid self-reflection and daring actions.** Ignoring the opportunities and insights, the maybe previously unfelt emotions and unexpected interdependencies as revealed by those two painful but necessary experiences would be nothing short of shameful.

Let us use the **unprecedented scale of energy and ideas** that communities and organizations all over the world have learned to mobilize to overcome the daily hurdles of the crisis. Together, we have conjured up immense collective and mental resources to **tackle the big challenges ahead** – it's time to put them to use.

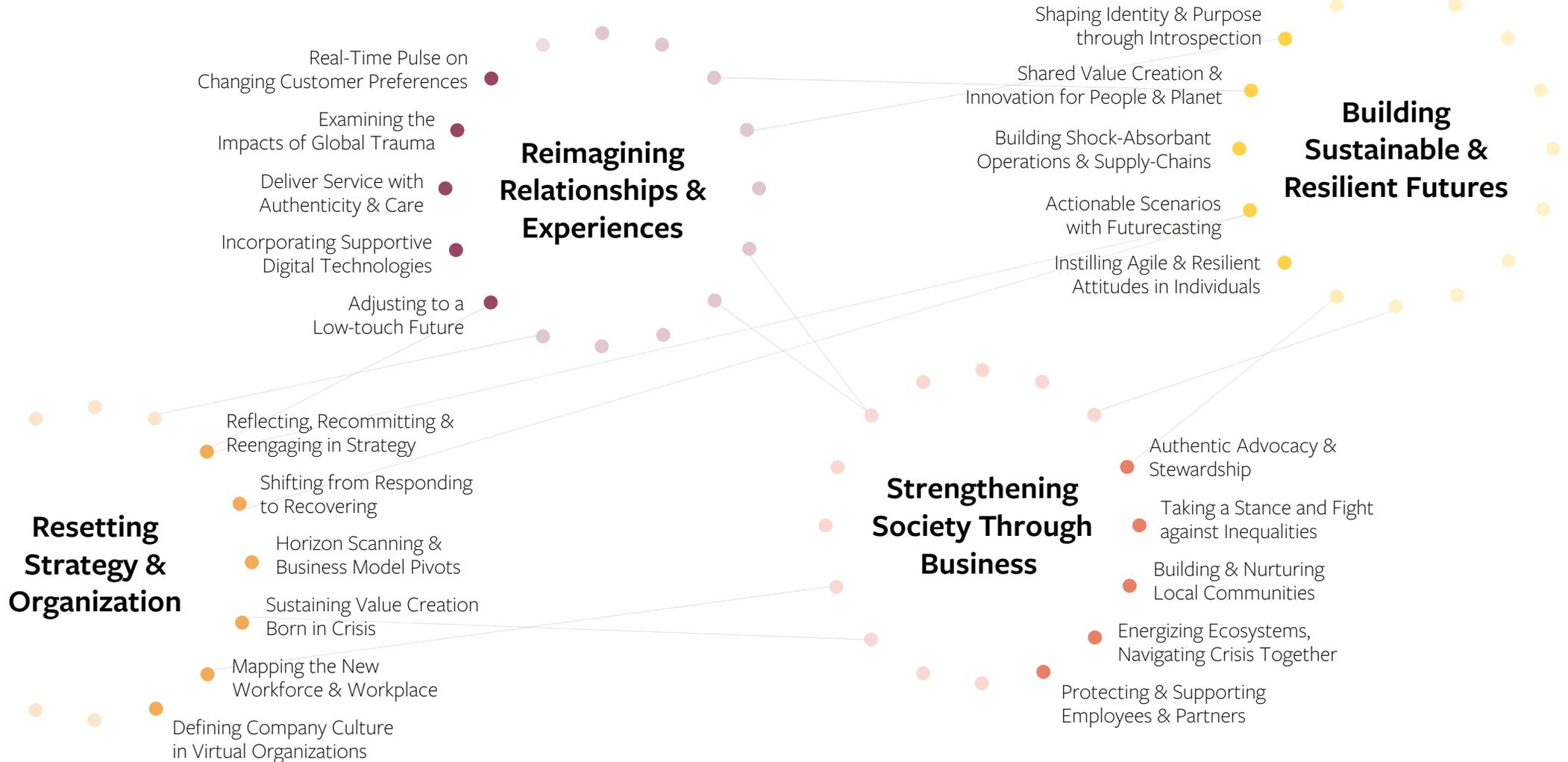
Transitioning into the Next Normal requires purposeful management. Outside perspective, guided reflection and collective intelligence have never been more needed. We need to examine what happened to us and others and explore what we can learn from successes and failures to **build the future we desire.** Our determination and intent to foster the mindset, building the toolset and training the skillset will help us get to and **thrive in that future.**

This document outlines some of the relevant contents as we **transition out of crisis mode into the Next Normal.** It aims to help you identify the topics and activities that are most urgently needed in your organization. Please feel free to share them with us so we may take the first step to shape a supportive context that will **boost your teams and your strategy back on track.**

Your WDHB Team



Thematic Foundations



Nurturing the Next Normal

Program Suggestions



Customer-Facing Redefining Customer Experiences

Adapt user journeys and customer engagement to new client attitudes and behaviours – especially as impacted by the low-touch environment, recent lifestyle/strategy changes and boosted digital adoption.

PROGRAM HIGHLIGHTS

- Feeling the pulse of your B2C & B2B customers
- Anticipating major shifts in behavioral patterns
- Scanning for tech and business model disruptions
- Infusing authenticity into virtual customer service
- Journey mapping in a low-touch environment



Strategy & Organization Rethinking Business as Usual

Lay the foundation to thrive in the aftermath of the crisis by resetting your strategy based on trend insights, scanning your landscape for new opportunities and redefining your roadmap to a future-proof workplace.

PROGRAM HIGHLIGHTS

- Shifting from contingency to scenario planning
- Scrutinizing purpose and strategic priorities
- Applying tools for agile business model transformation
- Identifying metrics that matter in crisis and beyond
- Defining work, workforce and workplace of tomorrow



Operations & Ecosystems Managing Operations in Disruption

Leverage the learnings in crisis response from your internal specialists and external use cases to build more agility and resilience into your operations, making supply chains more flexible and strengthening your ecosystem.

PROGRAM HIGHLIGHTS

- Drawing lessons from crisis response analysis
- Fostering data-driven decision-making mindsets
- Exploring principles for autonomous reactivity
- Building shock-absorbant supply chains
- Mapping local & global ecosystem interdependencies

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Program Suggestions



People Managers & Leaders Leadership of Tomorrow

Offer managers at all levels an opportunity to expand their mindset and hone their leadership repertoire so that they feel empowered to engage their teams, navigate uncertainty and thrive in the current challenging environment.

PROGRAM HIGHLIGHTS

- Reframing crises as opportunity
- Identifying priorities in recovery
- Engaging with teams through empathy
- Enabling empowerment at a distance
- Adopting efficient habits for remote work



Individual Contributors Enhancing Resilience

Provide a platform for individuals to reflect on their emotions and process the strain, providing them with insights into neural processes, techniques for effective stress management and strategies for personal resilience.

PROGRAM HIGHLIGHTS

- Managing stress and reassuring colleagues
- Training our brains to cope with remote working
- Pivoting toward a more resilient mindset
- Prioritizing to balance success and well-being
- Drawing energy from interactions and shared purpose



Corporate Development & Relations Creating a Healthy World

Reaffirm your commitment to the planet and your communities by empathizing with their struggles, understanding shifts in attitudes and needs and strengthening stakeholders' trust with tangible initiatives.

PROGRAM HIGHLIGHTS

- Understanding the impact on stakeholder communities
- Building and nurturing trusting relationships
- Committing to societal and environmental needs
- Living authentic advocacy and vibrant agency
- Energizing employees around a shared vision

Your WDHB partners are happy to select and adapt our signature formats to bring your contents Nurturing the Next Normal to life.



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