

### WHAT THIS ISN'T

## WHAT THIS IS

#### "THE RESPONSE WINDOW FOR A CRISIS IS TYPICALLY MEASURED IN MONTHS, WHILE RECOVERY IS MEASURED IN YEARS."

--Ryan Estis

**Thriving** OK Coping Struggling Not OK Drowning

Peter Cook, author Thought Leaders

# Harnessing the Power of the Pause: Back to Basics

Now/New Normal	Next Normal
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Uncertainty
Turbulence
Unwanted decisions
Tough choices

Aon det to qeciqe

Innovation Acceleration Tailwind

#### **RELEVANCE:**

"THE RELATION OF SOMETHING TO THE MATTER AT HAND"

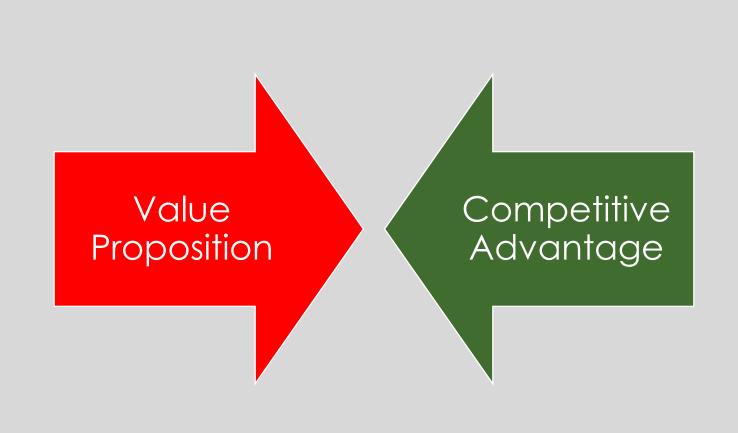
SIGNIFICANCE CONNECTION PERTINENCE IMPORTANCE

### MEANINGFUL

# WHY DOES RELEVANCE MATTER?

(WORKSHEET AND SMALL GROUP DISCUSSION)

## VALUE





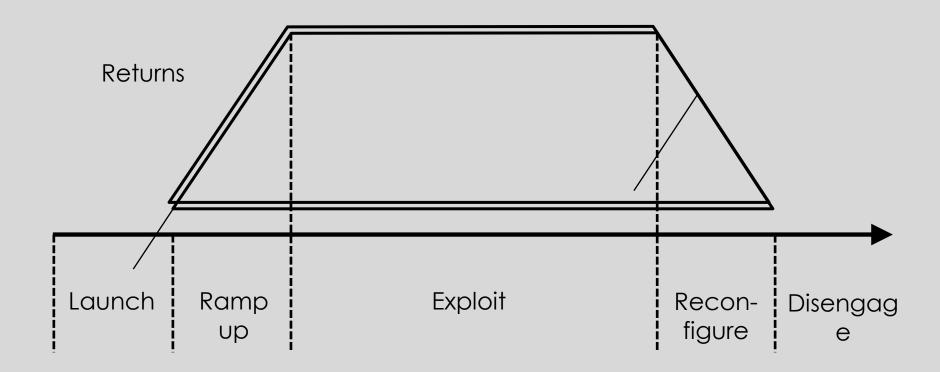
#### Definition:

A condition or circumstance that puts a company in a favorable or superior business position.

"For most companies, large or small, a competitive advantage is rarely unique and not often sustainable over an extended period of time."



#### How to compete: the wave of transient advantage



Source: The End of Competitive Advantage, Rita Gunther McGrath

## Lifecycle of a Business Rebirth Startup Rapid Maturity Decline Growth Death

#### Alignment



# VALUE CREATES RELEVANCE AND RELEVANCE CREATES VALUE

#### SUFFERING=OPPORTUNITY

# PAINS & GAINS AIRBNB HOSTS

#### PAIN: LEGAL PROTECTION TRUST CUSTOMERS PAYMENT

RISK OF DAMAGE

GAIN:
PROFITABLE RENTAL
BE VISIBLE
IN TOUCH WITH VISITORS
SHOW PROPERTY

#### WHAT DOES THIS MAKE POSSIBLE?

## WHAT DO MEMBERS NEED NOW THAT THEY DIDN'T NEED BEFORE?

#### "HOW CAN YOU HELP MEMBERS WORK LESS STRESSFULLY, MORE PROFITABLY AND MORE PRODUCTIVELY?"

## WHAT CAN YOU DO FOR MEMBERS THAT THEY CAN'T DO THEMSELVES?

# WHAT ARE YOU UNIQUELY POSITIONED TO DO?

### OPPORTUNITY LIES IN:

Clarifying

Categorizing

Catalyzing

Converging

Compiling

Convening

Conversing

Connecting

Comaraderie

Contextualizing

Collaborating

# COLLABORATION IS THE NEW CURRENCY

# IF WE COULD \_\_\_\_\_\_, WE COULD \_\_\_\_\_

### WE COMPETE WITH...

(WORKSHEET)