



Building Your Vision – Post COVID 19 **May 12, 2020**

New Chamber Leadership Training Series - Responding to the Pandemic

- Tuesdays
- 9 – 10 am
- ZOOM Meeting
- Hosted and sponsored by Treebranch Group Marketing & Hosting
- Facilitated by Todd Popham

10 Minute Chamber Update – Liz League

- Resources

Crisis Leadership Skills

Last week we the importance of being a virtual professional:

- **Share highlights from your slide presentation**

Building Your Vision – Post COVID 19

- Great leaders manage the day to day and lead with vision
- History teaches us the importance of preparing for what is next
 - “There are no secrets to success. It is the result of preparation, hard work, and learning from failure”
 - Colin Powel
- Looking beyond the dark horizon, beyond the immediate threats
- Vision
 - Ten Year Dream
 - Two Year Plan

Ten Year Dream

- What does your business look like in 2030?
- What three words would describe your business ten years from now?

Two Year Plan - Reality

Strengths/Weaknesses/Threats/Opportunities (SWOT)

- Strengths and Weaknesses are Internal
 - Strength Example - Brand
 - Weakness Example - Location
- Opportunities and Threats are external
 - Opportunities Example – Unmet Customer Needs
 - Threats Example – New Regulations
- What are the strengths and weaknesses of your business today?

Market Opportunities

- Virtual - telecommuting, telemedicine, online shopping, etc.

Market Threats

- Depression, COVID return, etc.

Two Year Plan - Design

- What changes do I anticipate with my customers, markets, and how I operate?
- What will not change?

Two Year Plan – Implementation

- Walk it Back
 - May 2022
 - May 2021
 - May 2020
- Example – University
 - Increase in online learning
 - Blending traditional and online environments
 - Setting target date for change and working backward to implement (staffing, systems, etc.)

- Example – Restaurant
 - Increase in takeout
 - Setting target date for change and working backward to implement (staffing, systems, etc.)

Two Year Plan - Learn and Pivot

- What is working?
- What is not working?
- Owner/Leader - am I part of the solution or the problem?

Three Takeaways