

Sensing Signals and Spotting the Path Forward Worksheets

Thinking in Systems

Broad Impacts

People increasingly stay at home- less commuting, less retail, less leisure hospitality, less social gathering

People suffer financially and economically

People get sick - focused on recovering or preventing sickness

People are afraid - seek protection from the virus itself, more protection in general, self sufficiency

2nd order effects (start with increasing, growing, shrinking, decreasing)

Growing need for social connection and compassion

Third order effects (start with increasing, growing, shrinking, decreasing)

Increase in demand for concurrent social experiences - e.g. cook-a-long, watch-a-long

Increase in demand for social-distancing friendly gathering - e.g. 'drive-in' models

Increase in demand for gifting and letter delivery services

Increase in demand for gifting and letter delivery services

Increase in demand for pets, pet supplies, veterinary etc.

Historical Analogies

Coronavirus Crisis

Aspects of the crisis

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e.g. Public Health Crisis

E.g. Limited Mobility

E.g. Civil Unrest

Take each aspect of the crisis and find historical parallels (2)

1st Example here e.g. Public Health Crisis..

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Take each aspect of the crisis and find historical parallels (3)

2nd Example here e.g. E.g. Limited Mobility...

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Take each aspect of the crisis and find historical parallels (4)

3rd Example here e.g. Civil Unrest...

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Research the **learnings** and **behaviour changes** in those examples

(5)

Your example here e.g. HIV/AIDS

Service customers to demand and look for evidence of increased virus protection and cleanliness

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Disruptor Analogies

Think about your business and your key attributes and then think of companies outside of your industry who has the same key attribute (1)

FACTOR 1 (e.g. Clarity & Accuracy)



FACTOR 2 (e.g. Efficacy)



FACTOR 3 (e.g. Convenience)



FACTOR 4 (e.g. Personalisation)



It's 2021 and **[Brand]** have come to dominate the market... (2)

How would they reinvent the market?

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How would they attract and keep all the customers?

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How would they talk about it to get people interested?

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What would they call it?

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How would they connect it to their existing product line?

Type here...

Corporate Leggo

Use sticky notes and fill these blocks with the key components of your business; the resources, the processes, the values

VALUES

PROCESSES

RESOURCES

Then use sticky notes to build up a **bank of challenges**

CHALLENGES / OPPORTUNITIES EMERGING FROM THE CRISIS

Calling your shots

What we know about the virus & global response...

Virus results in fatality for 0.5-3% of pop.
Virus is highly contagious, infections can grow exponentially
Virus results in hospitalisation for 5-20% of pop.

Broad Impacts



Hypothesised new behaviours, demand

Growing need for social connection and compassion

Hypothesised product & service *increased demand, decline in demand*

- Increase in demand for concurrent social experiences - e.g. cook-a-long, watch-a-long
- New or better home delivery services
- Delivery and fulfilment management platforms
- Reduced demand for on demand mobility, public transit
- Reduced demand for petrol, cars etc.

Signals, data points, links

<https://www.ft.com/content/26416b7a-6a89-11ea-800d-da70cffe4d3?shareType=nongift>
<https://metro.co.uk/2020/03/24/ms-leams-deliveroo-deliver-household-essentials-door-coronavirus-lockdown-12448999/>
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<https://www.bbc.co.uk/news/science-environment-52137968>

Thank you