

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?

Type here...

How would they attract and keep all the customers?

Type here...

How would they talk about it to get people interested?

Type here...

What would they call it?

Type here...

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

Thank you