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# The Heart of Resilient Leadership *Responding to COVID-19*

*March 12, 2020*



In the crucible of crisis, resilient leaders are defined *first* by **who they are....**

**Five qualities** of a leader that distinguish between surviving and thriving amidst crisis

### **MISSION FIRST**

**Stabilize today, and harness both the energy and the constraints** of volatile conditions to spark innovation tomorrow.

- *How are you turning the COVID-19 crisis into an opportunity to emerge stronger?*

### **SPEED OVER ELEGANCE**

**Decisive action – with courage** – is often more essential than getting it perfect.

- *How are you empowering your teams to take courageous action in a volatile environment?*

### **DESIGN FROM THE HEART**

**Seek and reinforce solutions that align to your purpose, your societal obligations,** and serve the heart of the organization.

- *How are you demonstrating to your employees, customers, communities and ecosystem that you have their best interests at heart?*

### **OWN YOUR NARRATIVE**

**Paint a picture of a compelling future and path forward** that your stakeholders can support and rally around

- *How are you proactively filling the information vacuum to combat the spread of misinformation and rumor?*

### **EMBRACE THE LONG VIEW**

**Stay focused on what's on the horizon** to instill confidence and steadiness across your ecosystem

- *How are you anticipating and responding to the new business models likely to emerge post COVID-19?*

# Resilient leaders are *then* defined by **what they do** along three dimensions



## Priorities

The six functional areas most at risk during a crisis



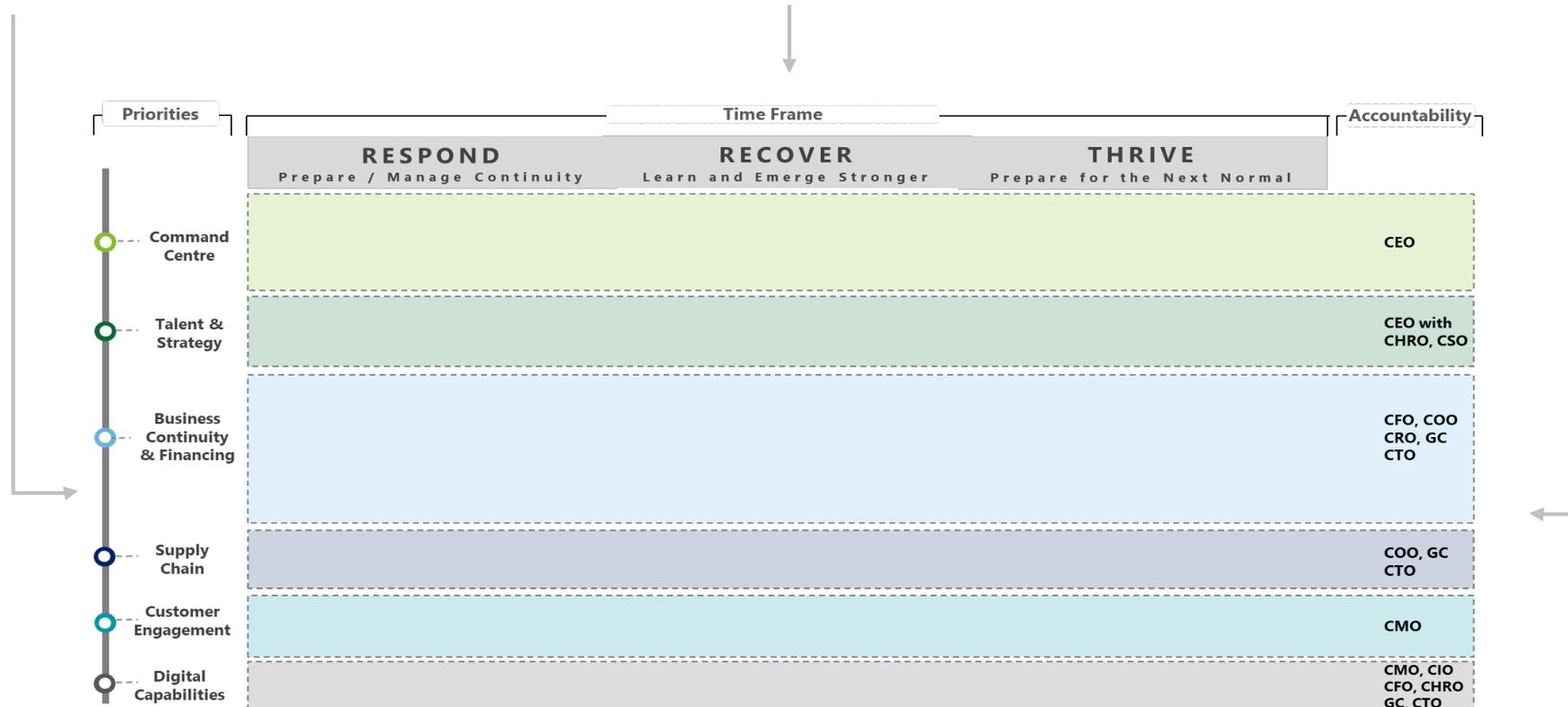
## Time Frame

Thoughtfully selecting when to pivot from Respond to Recover to Thrive



## Accountability

Defining who is responsible and accountable in the business



# Resilient leaders in a crisis *take specific actions* across these three dimensions

Detailed briefings further covering these priority areas can be found on [Deloitte.com](https://www.deloitte.com).

Priorities	Time Frame			Accountability
	RESPOND Prepare / Manage Continuity	RECOVER Learn and Emerge Stronger	THRIVE Prepare for the Next Normal	
Command Centre	<ul style="list-style-type: none"> <li>Institute crisis and resilience planning</li> <li>Nominate task force leadership team (and back-up)</li> <li>Activate and empower COVID-19 Command Centre</li> <li>Itemize organizational vulnerabilities by impact and value</li> <li>Develop and launch Communications Plan and Strategy</li> <li>Activate and communicate Pandemic Preparedness strategy</li> <li>Scenario plan to determine decisions to make today or defer</li> </ul>	<ul style="list-style-type: none"> <li>Activate recovery contingency plan if required</li> <li>Reflect on lessons learned and rebuild with resilience</li> <li>Formalize and update crisis and resilience playbook</li> <li>Embed relevant Command Centre protocols into BAU</li> </ul>	<ul style="list-style-type: none"> <li>Institute crisis and resilience planning as BAU</li> <li>Update crisis playbook to reflect COVID-19 lessons learned</li> <li>Organizational design for resilience and flexibility</li> <li>Regularly refresh vulnerabilities assessment</li> </ul>	CEO
Talent & Strategy	<ul style="list-style-type: none"> <li>Optimize corporate HR policy – leave, travel, global mobility</li> <li>Review employment contracts for potential issues</li> <li>Implement and monitor safe / flexible working arrangements</li> <li>Prioritize strategic choices and investments</li> </ul>	<ul style="list-style-type: none"> <li>Reimagine talent strategy and operating model</li> <li>Adopt “above-the-bar” regulatory / governance protocols</li> <li>Manage rapid employee return and ramp-up (future state)</li> <li>Execute on strategic growth, partner and M&amp;A ambitions</li> </ul>	<ul style="list-style-type: none"> <li>Rework employment arrangements to reflect next normal</li> <li>Employee education and training in crisis and resilience</li> <li>Consider shape of business models and ecosystems of the future</li> <li>Build scenario thinking / sensing into strategic decision-making</li> </ul>	CEO with CHRO, CSO
Business Continuity & Financing	<ul style="list-style-type: none"> <li>Ensure actions uphold Responsible Business principles</li> <li>Implement cash conservation and recovery actions</li> <li>Evaluate working capital and liquidity requirements</li> <li>Rapid working capital optimization and credit solutions</li> <li>Control discretionary operating costs and capex</li> <li>Negotiate more flexible financing terms with lenders</li> <li>Communicate with other key financial stakeholders</li> <li>Understand impacts on contractual obligations (e.g. loss quantification, force majeure)</li> <li>Gather documentation for contract negotiations and claims</li> <li>Implement cash tax strategies / leverage government incentives</li> </ul>	<ul style="list-style-type: none"> <li>Initiate claims and contract dispute resolution</li> <li>Ramp-up to normalized financial reporting</li> <li>Ensure internal audit resources reallocated based on risk</li> <li>Right size and operating model of support function (e.g. fixed vs variable resources; manpower vs technology)</li> <li>Implement equity raising and low-cost debt refinancing</li> <li>Exit of non-core and under-performing assets</li> </ul>	<ul style="list-style-type: none"> <li>Maintain robust financial forecasts and scenario planning</li> <li>Stress test corporate model and capital structure</li> <li>Build resilience into operations and financing</li> </ul>	CFO, COO CRO, GC CTO
Supply Chain	<ul style="list-style-type: none"> <li>Identify supply chain risks and potential disruptions</li> <li>Develop contingency plans for operational disruption</li> <li>Understand demand and supply side shocks and develop inventory strategies to buffer volatility and risk</li> </ul>	<ul style="list-style-type: none"> <li>Establish multi-tier supplier network visibility to risks</li> <li>Collaborate with customers and suppliers to synchronize operations to priorities within constraints</li> <li>Manage inventory and cash flow through agile execution</li> </ul>	<ul style="list-style-type: none"> <li>Establish control towers to predict, sense and prescribe risk responses</li> <li>Restructure supply chain to improve resilience</li> <li>Implement Industry 4.0 and Digital Supply Network (DSN) solutions to improve end-to-end visibility, synchronization, optimization, and agility</li> </ul>	COO, GC CTO
Customer Engagement	<ul style="list-style-type: none"> <li>Engage with key customers to support business continuity</li> <li>Reinforce loyalty by protecting and rewarding customers</li> <li>Secure commercial and financial support from customers</li> <li>Develop communication strategy with front line employees</li> </ul>	<ul style="list-style-type: none"> <li>Review orders vs commitments and inventory</li> <li>Use advanced technology in customer communications</li> <li>Reset receivables cycle and collections process and KPIs</li> </ul>	<ul style="list-style-type: none"> <li>Establish open communication channels with customers</li> <li>Evaluate capacity / incentives to provide financial support</li> <li>Develop contingency plans for financial disruption</li> <li>Reimagine the operational model to strengthen customer engagement</li> </ul>	CMO
Digital Capabilities	<ul style="list-style-type: none"> <li>Assess and address systems and cyber vulnerabilities</li> <li>Enable data-driven insights and situational awareness</li> <li>Develop real-time sensing / red flag reporting dashboard</li> </ul>	<ul style="list-style-type: none"> <li>Update digital properties to synch with availability</li> <li>Design digitally-enabled flexible work arrangement</li> <li>Optimize e-commerce and customer / channel strategy</li> </ul>	<ul style="list-style-type: none"> <li>Implement digitally-enabled future of work including for business processes and back-office functions</li> <li>Reflect on lesson learned and share best practices</li> </ul>	CMO, CIO CFO, CHRO GC, CTO

# Resilient leaders will need to evaluate actions within the context of *geographic location and sector*

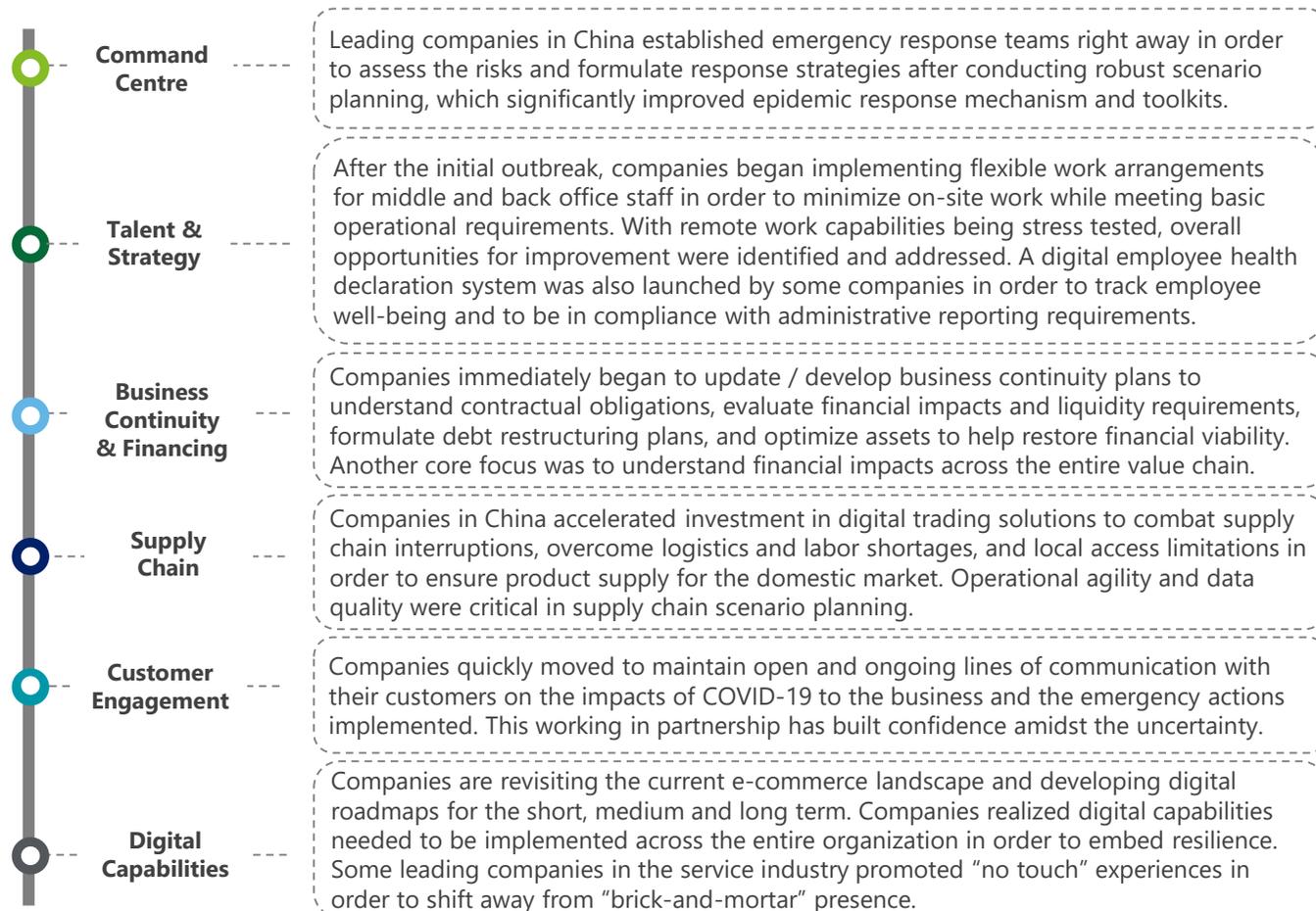
**CASE STUDY:** China took decisive actions to contain the impact of the crisis on their sectors. While the country was clearly impacted in Q1 FY20, there is evidence of recovery.

Short term Impact in Q1 2020  
 Recovery Scenario Impact predominantly in H1 2020, recovery through H2 2020 (assuming normalisation in rest of world)

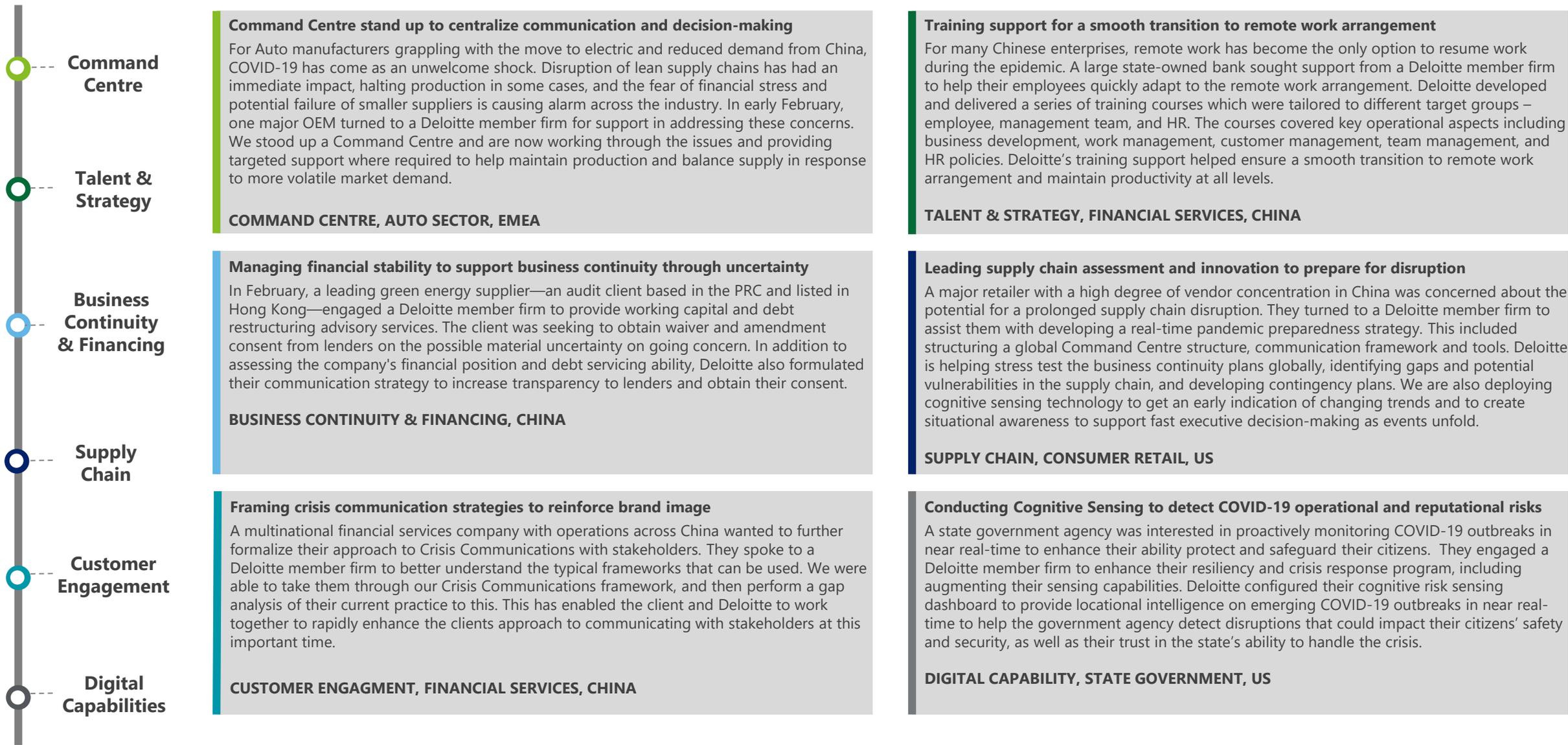
Priority Impact Sectors	Scenarios		Influencing Factors				
	Short term	Recovery scenario	Reduced/Restricted Travel	Production Suspended	Supply Chain Interruption	Reduced Consumption	Working Capital Pressure
Automotive	H	M	X	X	X	X	X
Consumer Goods (Clothing & Essentials)	M	M		X	X	X	
Consumer Goods (Luxury Goods)	H	M	X			X	X
Transportation and Hospitality	H	M	X	X	X	X	X
Technology (Hardware)	H	M	X	X	X	X	X
Real Estate	H	N	X	X		X	X
Oil & Gas	H	M	X	X	X	X	
Life Sciences	H	O	X	X	X	X	X

H High Impact      N Neutral or Low impact  
 M Significant disruption/financial impact      O High demand/opportunity

## Key learnings from leading companies in the Chinese market...



...while *leveraging the learnings* of those experiencing the same crisis conditions





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