

Poll results

To what extent do you agree that your company is shifting towards embracing a Real Growth agenda (long term value creation for all stakeholders: colleagues, consumers, communities and shareholders)

- 29% Strongly agree
- 47% Agree
- 20% Neutral
- 4% Disagree
- 0% Strongly disagree

To what extent do you agree that the COVID-19 crisis has made your organization more human centric?

- 18% Strongly agree
- 58% Agree
- 18% Neutral
- 2% Disagree
- 4% Strongly disagree

To what extent do you agree that your influence to drive your company's Real Growth agenda has increased?

- 18% Strongly agree
- 47% Agree
- 24% Neutral
- 11% Disagree
- 0% Strongly disagree

Please select the FIVE learnings that you think will have the biggest impact?

- 82% Businesses need to become more resilient
- 79% Hard shift to ecommerce
- 74% Increased remote working
- 61% Increase empathy

Discussion output

Business & human resilience

- Do not waste a good crisis, find the hope.
- There is a realisation from the business that people come first.
- Businesses are getting more resilient. Less efficiency is good.
- It is not about just overcoming the setback, it's about leaning into the challenge and operating with an entrepreneurial mindset – and that comes down to our people: customers, colleagues, community.
- Corporations have a real opportunity to have global conversation around Purpose now. Sense of partnership & collaboration. Humanity's ability to survive is being turbo boosted – there is a better opportunity now that we are really in touch and corporate world is going to meet that.
- Cash = King is back.
- Opportunity to get more efficient and remove silos.
- We need to make sure that we upskill our employees to ensure that everyone f.e. knows how to use the online tools.
- Human resilience is missing, which is a major issue. Reactions to the crisis are different (paralysis vs. more entrepreneurial), but it can also defer generationally. Companies can win by getting human resilience and response right.
- There is a crisis for young people. They are growing up in this crisis, what is this going to do for their mental health. As leaders, how do we think about reskilling workforce in new world?

E-commerce

- COVID almost helped moving ecommerce up quickly.
- Real belief that scalability is essential for ecommerce. A new trend we are seeing is hyper local. Winning formulas are keeping both in mind.

Remote working

- Examples of staggering the day – fe. Working less hours, then switching with partner.
- Surprised state how well remote working is working out. Taking the opportunity and getting creative about what meetings can be: What is the connection,

what's the purpose of meetings, and is it efficient? As well as behaviour during online meetings. Applying Kaizen approach to get the best out of it.

- Make sure to reserve days where you do not have to be on zoom calls the full day.
- Remote working is here to stay. Allow it but ensure that you have a good onboarding plan for new people.
- Remote working resulted in re-focus on important but not urgent things. More strategic growth ideas as a result.

Empathy

- Customer empathy: a lot of companies have become too inwardly focused and forgetting about their customers.
- Internal empathy is very important to team. Great example of Alliance Turkey who really stood by people that have their products.
- How can you look from different ways of empathy? Companies are trying to not lay off people, but also notice that a lot of people started to work harder as they are afraid of losing their job in the long term.
- Companies are measured increasingly on their actions and contributions in this time. Think not just about impact COVID-19 has on your business, but what your impact your business has on COVID-19. Actions could become strategic differentiator.

Forward looking

- Companies/consumers: how do we prioritize what we want to achieve in life? Are we seeing different behaviours? Marketers need to know what is happening.
- What things are going to stick? And what is going to stay?
- Would be great to get point of view on what the future looks like. How do we give them hope and control on what the future would look like? Especially hospitality and leisure.