


PIVOT PLAYBOOK

Assessing Your Post-Pandemic Strategy



QUESTIONS TO EVALUATE YOUR
BUSINESS POSITIONING AND OFFERINGS

Evaluate Your Business Impact

Presented below are questions to assess where to focus your energy in response to current market conditions. Review the 5 focus areas outlined below around the inner, outer and interpersonal aspects of your business.

PASSION

WHAT DO YOU CARE ABOUT?



RECONNECT WITH YOUR PURPOSE

- Why did you start your business?
- What did you hope to achieve?
- How can you anchor in your vision?
- Is your service still relevant in the current context?
- Can you focus on your values and shift your concept?

LEADERSHIP

HAS YOUR BIG IDEA SHIFTED?



RETHINK YOUR STORY

- What messages are you telling yourself?
- How are you communicating with your stakeholders?
- Are new outreach methods needed?
- How can technology enhance client engagement?
- Can you align short-term positioning & long-term vision?

GROWTH

WHAT ARE YOUR OPTIONS?



FOCUS ON YOUR PRIORITIES

- Manage your cash flow for survival
- Where can you cut back on or shift expenses?
- What resources do you have?
- How might you use this time productively?
 - Review your team, technology and processes
 - Revisit your strategy and product roadmap plan
 - Put in place business continuity plans

Business Impact Questions

CREATIVITY

HOW TO DELIVER SERVICES?

CONSIDER NEW POSSIBILITIES

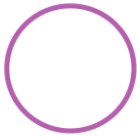


- Where are the opportunities now?
- Does your business model still make sense?
- How can technology enable your business?
- Can you shift delivery methods (to virtual)?
- Can you change channels (transact more online)?

CONNECTION

HOW CAN YOU SERVE CLIENTS?

PUT CLIENT NEEDS FIRST



- What are your customers' challenges now?
- What is the best way to serve them?
- How solid is your community?
- How can you strengthen your relationships?

10 Considerations for Staying vs. Pivoting

- 1) Your persistence - EFFORT
- 2) Your focus - VALUES
- 3) Your needs - PRIORITIES
- 4) Your offerings - CREATIVITY
- 5) Your motivation - URGENCY
- 6) Your timeframe - LONGEVITY
- 7) Your money - RESOURCES

YOU CAN
CONTROL

- 8) Your clients - STICKINESS
- 9) Your luck - TIMING
- 10) Outside conditions - MARKET

YOU CAN'T
CONTROL

LET'S WORK TOGETHER

Lenore Kantor 

PRESIDENT & CHIEF GROWTH OFFICER



- ▶ Recognized marketing and launch expert
- ▶ 20+ years as corporate executive at leading firms (Thomson Reuters, ISE, Morgan Stanley, BNY Mellon, FXall)
- ▶ Public company spokesperson with extensive corporate change background (10+ M&A and IPO deals)
- ▶ Startup founder mentor and strategic advisor to Columbia Business School Entrepreneurial Sounding Board, Tamer Center for Social Enterprise, Startupbootcamp, Galvanize, StartEd, among others....
- ▶ Columbia MBA, Penn BA, ESADE Business School Design Thinking /Art Center College of Design, Certified Coach & Somatic Practitioner

lenore@growthwarrior.co

+1 (917) 710-8747

@ljkantor @growth_warrior

www.growthwarrior.co

CONTACT LENORE@GROWTHWARRIOR.CO to schedule a
COMPLIMENTARY STRATEGY SESSION or
WELLBEING WORKSHOP to review your growth goals