

# The Science Of Turning Crisis Into Opportunity: Post-Traumatic Growth



Science shows that following a crisis a number of people experience Post-Traumatic Growth – resulting in five key benefits. We believe you can position yourself and your business to emerge from Covid stronger than before, primed for growth by proactively leaning into and seeking to address these 5 areas:

## 1. Find a new perspective on your priorities

- Take time to stop and actively reassess what is important to you
  - understand what you've not done and not missed (or has not been missed)
- Reduce the number of your priorities and focus on what really makes a difference
- Don't look at weaknesses – this is a chance to identify out what you are better at than anyone else and build around that

## 2. Develop stronger relationships with your team and customers

- Over invest in building real relationships and emotional trust in one another (ie. trusting you have my back vs you are competent at doing your job)
- Working from home gives us a window into each other's lives: use this opportunity to get to know colleagues / clients / customers on a human level
- Build greater empathy for them by really listening to their perspective
  - not just 'checking in' on a transactional basis



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### 3. Make your business model more resilient, or better anti-fragile

- Once you have identified what has unlocked positive change in your business, make sure you adapt key processes and structures to lock it in
- Now is the time to understand what in your culture you must hold onto, and what you must leave behind
- Understand who in your business has thrived under pressure
  - and think about how to empower them in the future

### 4. Identify new, unseen opportunities

- Explore where you, your business or your market have been forced to change and how this offers new opportunity
- Triangulate opportunity – using adjacent businesses, alternative perspectives
  - to paint a picture of what the future looks like
- Be brave – set out with a clear mission on what role your business should play in that future and align this with your purpose to be a NorthStar

### 5. Develop a clearer sense of purpose

- A purpose is more than a rallying cry– it must inform strategy and act as an innovation imperative: a strong purpose requires you to make it true
- A lot more is going to be asked of businesses in the next decade
  - now is the time to make sure your purpose is up to the challenge
- Assess whether your existing purpose has been helpful in navigating the challenges of the past few months: if not find a new one



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