

“Crisis moments create opportunity.

**Problems and crisis ignite our greatest creativity and
thought leadership as it forces us to focus on things
outside the norm”**

SAM CAWTHORN

What we see

What reality is

What opportunity lies

Business Revenue Loss

Global Fear Mongering

Existential Uncertainty

Liquidity Crunch / ALM Mismatch

Business Disruption

Job Loss and Pay-Cuts

Reduced discretionary spending

Morale is down

Agile Business Models

Digital Efficiency Gains

Newer Revenue Streams

Trend-Setter Role

Lean Cost Structures

3-Step Approach for a robust response

ASSESS

ASSESS the current situation for business impact and cost dependencies

Ear to ground approach for **risk measurement**

--

Identify & Quantify KPIs and metrics

--

Understanding the workforce **sentiment**

RESPOND

RESPOND with immediate resolutions for defense; keeping employees and clients at the center

Scenario Analysis + analytics driven decisions

--

Cost-Priority Matrix

--

CASH is King – building liquidity buffers

PLAN

PLAN for the next normal to bounce back stronger and innovative than ever before

Head-Heart-Hand integrated approach for core planning

--

Strong Digital push and technology in long term focus

--

Agile principles and lean structures for efficiency gains

Priorities of finance leaders in H2 2020

