



Hi everyone, Matt Graham from Noetic Group. Along with the usual array of projects we have underway with our clients we are now also providing direct support to help some manage their response to the COVID19 crisis and we are doing that at the strategic level and also at a tactical level on a day to day basis. In addition and where we can, we are observing the way other organisations are responding to this particular crisis, from that we are developing some insights and we would like to share those as widely as we can and I have three to share in this video.

The first one is having a centrally driven response and not all organisations are doing this, however, many have stood up their incident management teams or in the case of larger organisations, have set up a Covid19 task force to drive their internal response. What this approach does is provide a much greater focus across the organisation. It also provides better consistency and speed in decision making. This is important because it allows the business areas to get on as best as possible in delivering the services, that they are there to provide.

The second is setting clear strategic objectives. Those organisations that are thinking longer term and set those very clear, high level strategic objectives have again greater focus across the organisation and here is a stronger understanding of the priorities within the organisation.

Thirdly, learn fast. We would encourage you to open the gates to learning as much as possible, in terms of how you are responding to this crisis. We know its very difficult for those who are deeply immersed in the realities of driving the response to critically evaluate some of the processes and decision making that occurs throughout the course of a crisis.

Our recommendation would be to dedicate some staff effort for people who are not deeply involved to be able to look from the outside into the way that your organisation is managing that crisis and from that capture observations that can be fed back in for rapid improvement and at this stage it is quite likely some organisations will need to be doing that on a day-to-day basis.

Thanks very much and I hope that this has been of use to you.

Matt Graham