



change the pace

- Streamline Internal processes
- Relax your command & control
- Give autonomy to those who are making decisions on the ground.
- The board needs to accelerated decision making.



see the opportunities

- Natural leaders and non 'traditional' thinkers will step up
- Extraordinary people will emerge, just as
- weak links in organizations will become apparent.



ideate

- Change is of itself, a friend of innovation.
- New situations and new problems require new, innovative solutions.



provide strategic context

- Innovation professionals should use this as an opportunity to educate leaders on the broader business and societal changes that may have contributed to the current scenario.



spread your bets

You need to be running multiple initiatives using different vehicles, and these initiatives need to be more than just hyped up innovation theatre

innovation in times of a crisis



kill timewasting projects

- This is the opportunity to stop the budget, time & energy wasting projects.
- Kill your darlings and
- Focus on the projects that are validated.



measure report measure

- Show your company that innovation can be measured
- Show the impact.
- Track and measure the commercial & customer impact of your projects.



communicate

- The board needs positive messages to help offset the negative mood.
- Messaging around innovative behavior can help to uplift the value of your company.



assess/reorient ecosystems

- Assess your current ecosystems and understand your role or position in relation to the crisis.
- Make adjustments as needed.
- Find new opportunities in new ecosystems.



re-innovate

- Take a good look at your portfolio.
- What innovations, MVPs, pilots can you easy re-use in a different market of with new technology?