

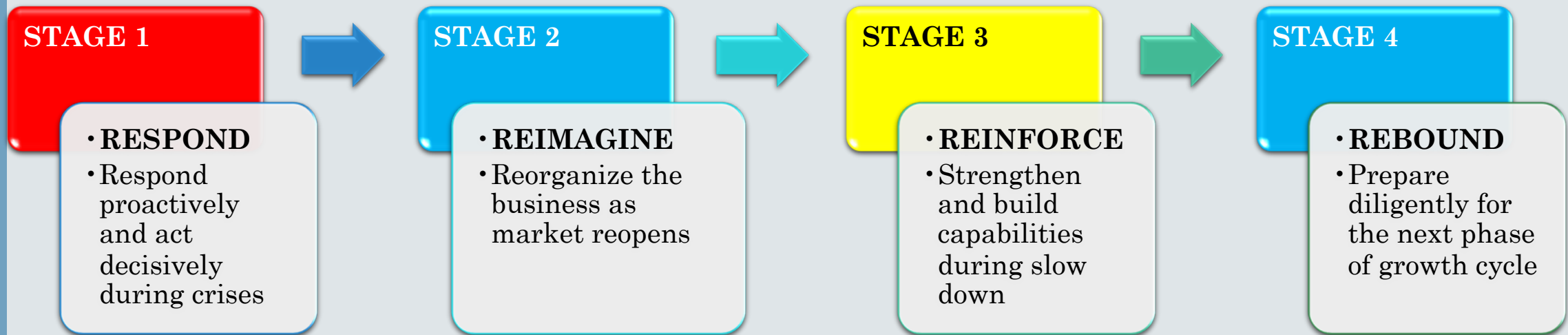
PLAN FOR ORGANIZATIONS TO EMERGE STRONGER POST COVID-19

THE 4 R'S

- RESPOND
- REIMAGINE
- REINFORCE
- REBOUND



4 – STAGE ACTION PLAN DURING AND POST COVID-19



STAGE 1 - RESPOND

- Plan cash flow well in order to extend your runway
- Develop a robust business continuity plan
- Communicate proactively with employees, customers, partners and the larger community
- Plan virtual trainings for skill building



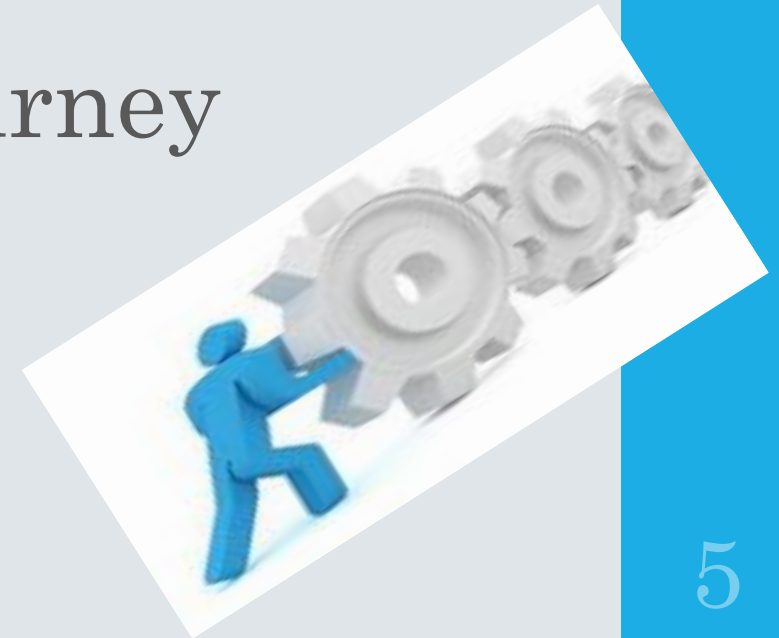
STAGE 2 - REIMAGINE

- Redefine corporate strategy (for next 2 years)
- Initiate a sustainable cost reduction program
- Rethink marketing approach and strategy

REIMAGINE

STAGE 3 - REINFORCE

- Strengthen & consolidate stakeholder relationship
- Drive productivity enhancement programs
- Plan virtual team trainings for skill building
- Initiate digital transformation journey





The Capital Group
"The Power of Partnership"

STAGE 4 - REBOUND

- Develop business expansion strategy
- Create hiring plan for growth
- Raise growth capital

