

# **PURPOSEFUL** **PIVOTS**

**MEANINGFUL CORPORATE  
SOCIAL IMPACT STRATEGIES  
CREATED DURING THE PANDEMIC**



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Engage for Good is a national, professional organization focused on elevating best practices, trends and lessons learned in corporate social impact initiatives. We feature top corporate and nonprofit brands that partner together to engage employees and consumers around good causes in a way that builds a better world...and the bottom line. Learn more at [EngageForGood.com](https://EngageForGood.com).

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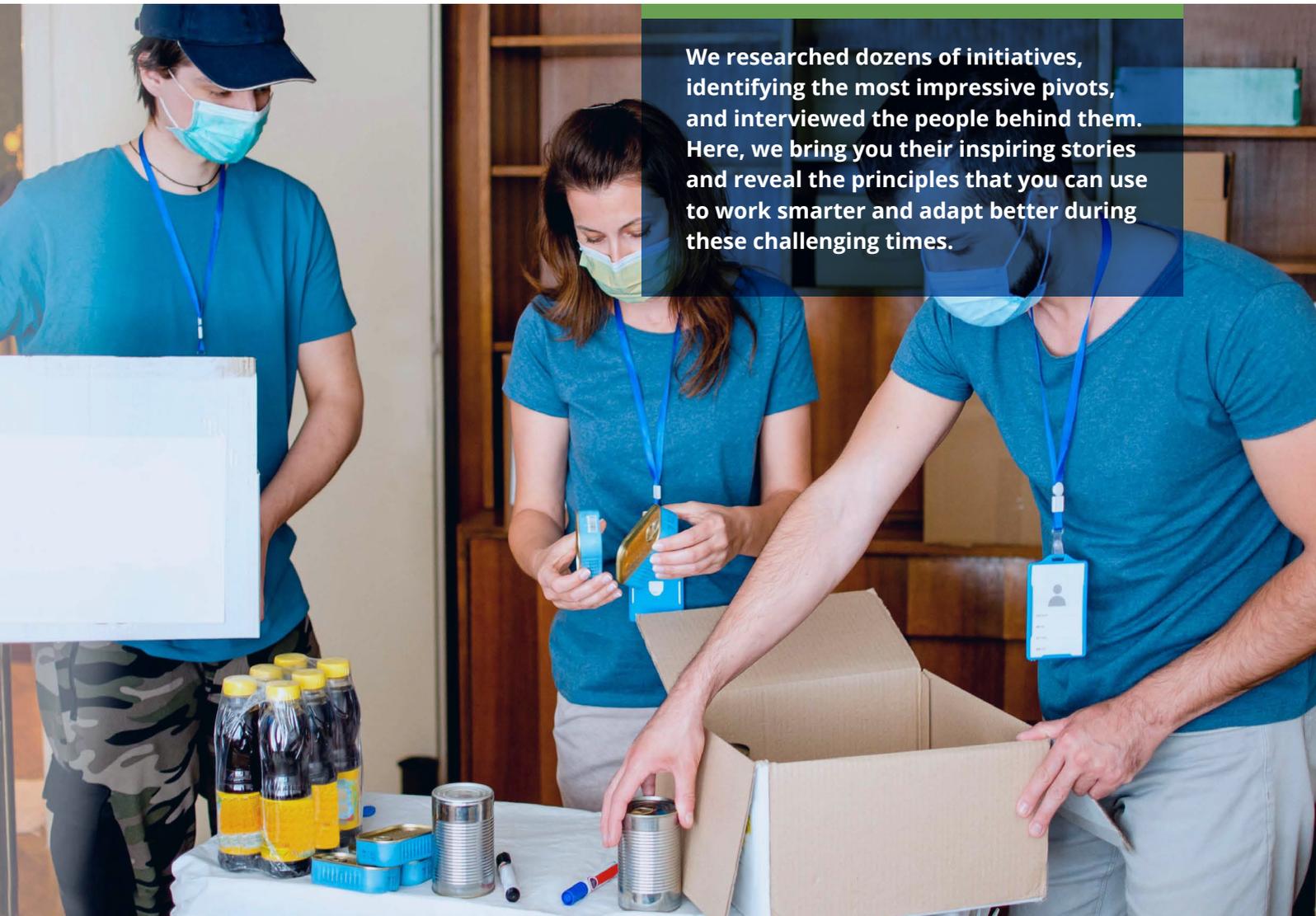
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# Purposeful Pivots:

## Meaningful Corporate Social Impact Strategies Created During The Pandemic

**N**early a year into the Covid-19 pandemic, uncertainty about what the future holds continues to reign. Although the term is overused, organizations have and will continue to need to “pivot” to adapt their operations to be accessible to customers, employees, investors and other stakeholders.

In this white paper, we home in on a very specific pivot which we’ve dubbed the “purposeful pivot”. A business that redeploys assets to create societal good. A nonprofit moving with unprecedented speed to provide corporate partners with new solutions to new problems created by the pandemic.

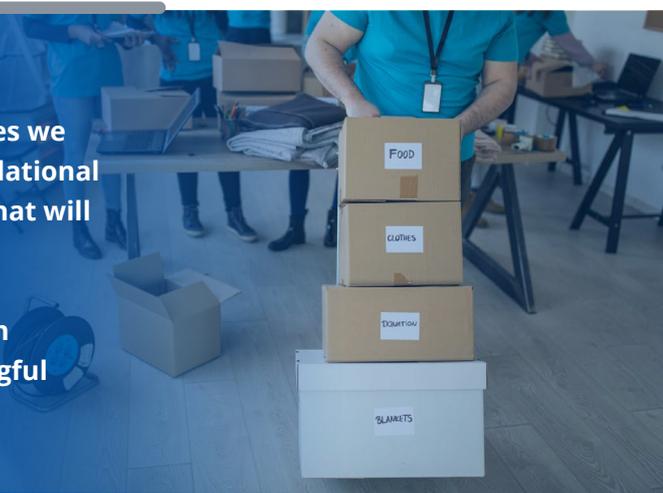


We researched dozens of initiatives, identifying the most impressive pivots, and interviewed the people behind them. Here, we bring you their inspiring stories and reveal the principles that you can use to work smarter and adapt better during these challenging times.



Now, more than ever, the world needs our creative problem-solving skills to surmount the complex challenges we collectively face. Purposeful pivots can serve as the foundational building blocks needed to surface meaningful solutions that will strengthen our businesses and our communities.

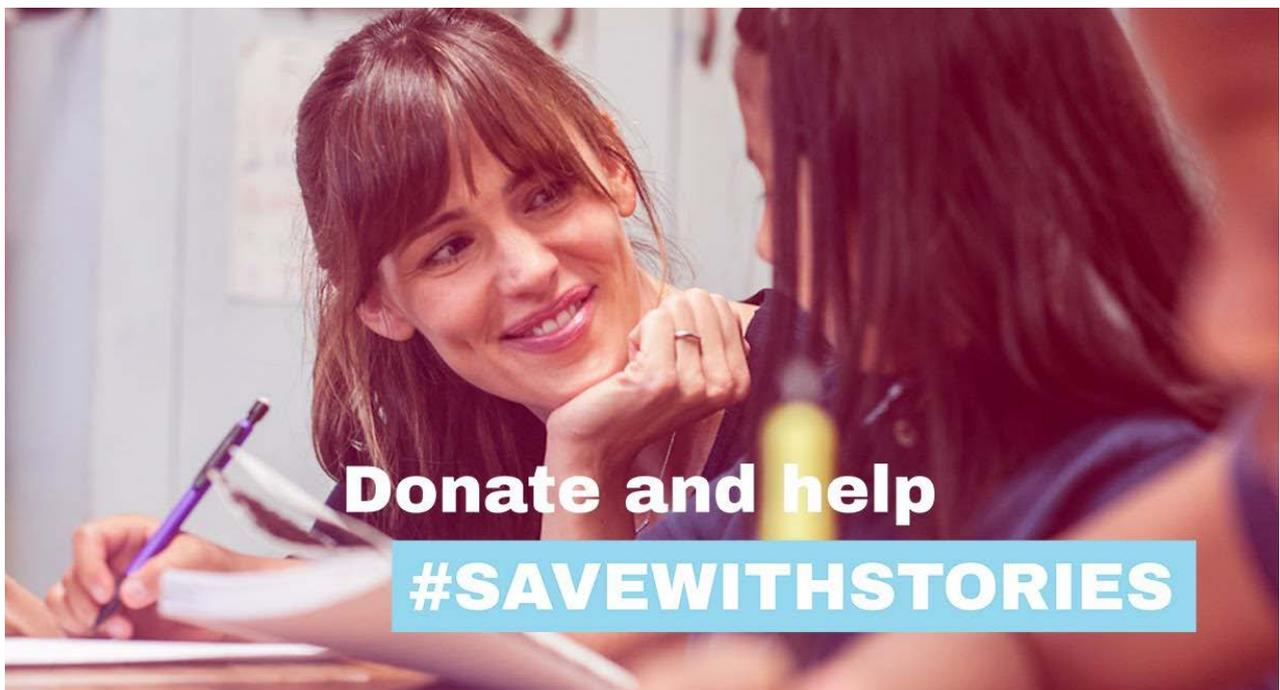
We hope the power and elegance of these purpose-driven efforts will motivate you to identify and mobilize meaningful partnerships and re-envision what's possible.



# Providing Remote Access To Learning And Nutrition In Record Time

## *Save The Children And Feeding America's #SAVEWITHSTORIES*

In March, actors Jennifer Garner and Amy Adams were moved by the plight of children and families faced with unexpected and widespread school closures due to Covid-19. The duo came up with an idea to support students and their families in a fun and lighthearted way during a frightening and tumultuous period. Garner, a Save the Children Trustee, pitched the idea to the nonprofit organization on a Friday and #SAVEWITHSTORIES launched that Monday.



The nationwide campaign encouraged celebrities – and essential workers - to record themselves reading a children's book and post it to the #SWS Instagram channel as a way to provide "a little fun, a little education, and a little distraction for kids and parents" during a trying time.

Save the Children also teamed up with feeding organization No Kid Hungry because school closures also left many children in need of nutrition and regular access to meals. Donations encouraged by #SAVEWITHSTORIES powered both charitable organizations to support kids with education and food.

According to Perry Yeatman, head of corporate partnerships at Save the Children, the organization leveraged their existing presence in all of the most marginalized and rural communities in America to spread the word among educators and Head Start leaders about #SAVEWITHSTORIES.

The challenge, according to Yeatman, was that Save the Children’s typical distribution for much needed resources was disrupted due to shelter in place rules in most locations. So, the group developed new ways to deliver content virtually.

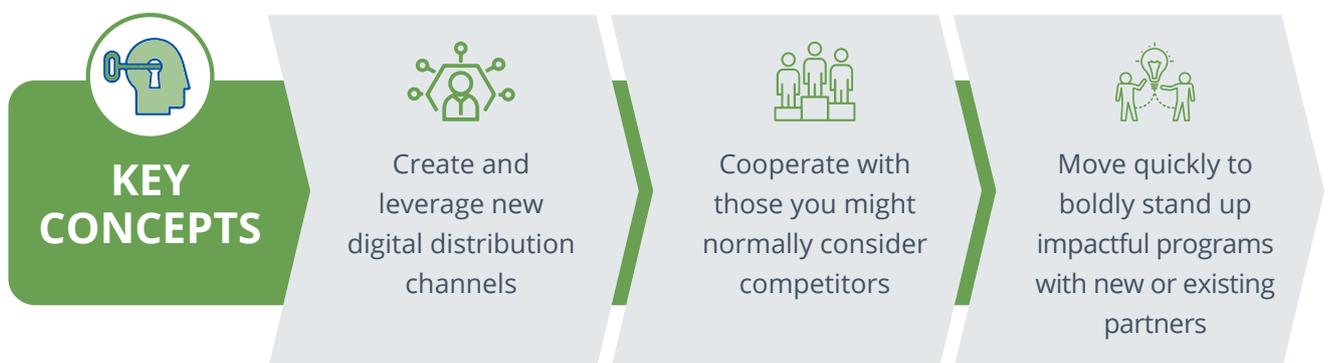
The organization promoted #SAVEWITHSTORIES through educators who were then able to share resources with families they knew. Yeatman added, **"We also have an entire resource section on our website for parents with educational games around numeracy and literacy. There are a lot of things that can be accessed but the key is letting people know that they're there and helping people find them."**

Corporate partner Scholastic came on board immediately in support of the effort and granted rights for their books to be read, which was critical to the program launching as quickly as it did. In turn, the entire publishing community soon followed with gracious and enthusiastic participation. It was the widespread publisher participation that ultimately contributed to the large volume of content that helped the program succeed.

Publishers like Scholastic **"stepped up and stepped up fast,"** said Yeatman. **"We couldn't have read those stories without the publisher's permission. We've had partners step up and speed up and do things in ways they never did before to help us make it happen on the ground and that's been amazing to see."**

As a result, #SAVEWITHSTORIES touched kids and families in 16 countries around the world. The #SAVEWITHSTORIES Instagram page had 300+ videos posted and 1000+ total posts including Instagram stories. In total, those videos had more than 101 million views. More than 200 celebrities participated in reading stories through the program, along with local heroes such as firefighters, schoolteachers, and nurses.

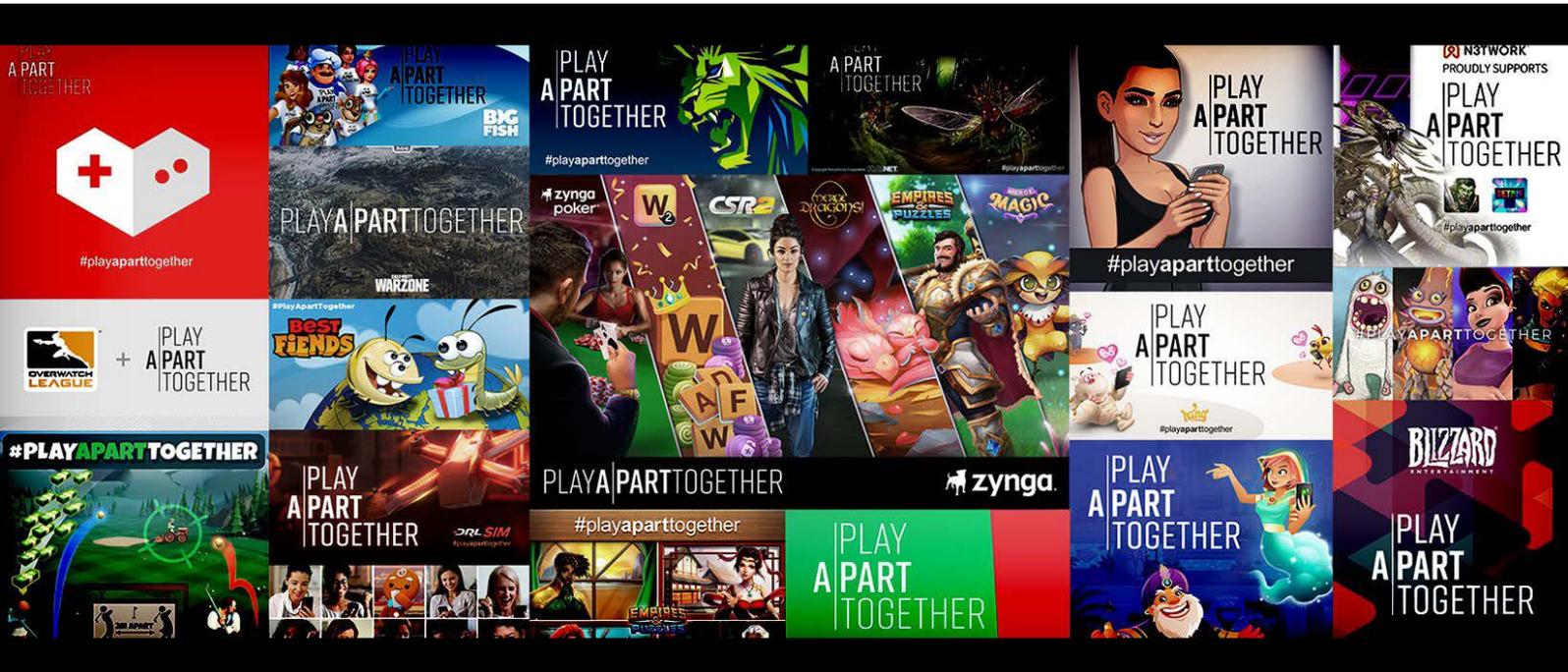
In addition to the direct impact the program had on kids and families, Yeatman said it's a partnership example she's proudly shared with new and prospective corporate partners. **"#SAVEWITHSTORIES proved to us yet again that where there is a will, there is a way and we can respond very quickly and effectively in times of need."**



# Uniting Competitors, Activating The Global Gaming Community Around Health Guidelines

## #PlayApartTogether

In late March, eighteen game industry leaders joined together to launch #PlayApartTogether, an initiative that encouraged their vast community of players to share the World Health Organization's health guidelines including physical distancing, hand hygiene and respiratory etiquette to fight Covid-19. The coalition eventually grew to include more than fifty participating companies running the gamut from mobile gaming to PC gaming, console gaming to eSports and beyond.



Gaming company Zynga was the driving force behind the effort and acted as the liaison between the industry and the WHO. Coalition members were asked to participate in any way possible, whether by sharing the hashtag on social media, offering free incentives in support of the campaign or providing advertising inventory for public service messaging.

Many people think of a "gamer" as one kid sitting alone in their basement playing an Atari 2600 by themselves. According to Activision Blizzard VP Dan Goldenberg, **"That's just not how gaming is today. It's an incredibly social and connected experience. There are very large communities connected online through games."**

Riot Games' Head of Social Impact Jeffrey Burrell agrees. **"Games are community centers where people come and regularly schedule time to be with friends. Game companies have a tremendous opportunity to reach those players, find out what really matters to them and then see how the players will take the cause and run with it."** Both companies found that individual players did leverage #PlayApartTogether to create their own awareness-building campaigns. Some even hosted online fundraisers in support of the cause.

A critical and early message from the WHO was to stay home in order to stay safe, something the gaming industry was particularly well positioned to promote since it aligns with the existing gaming experience. Not only could gaming companies promote physical distancing – they also realized they had a built-in way to help folks remain safely social and connected during a time when many felt isolated and alone.

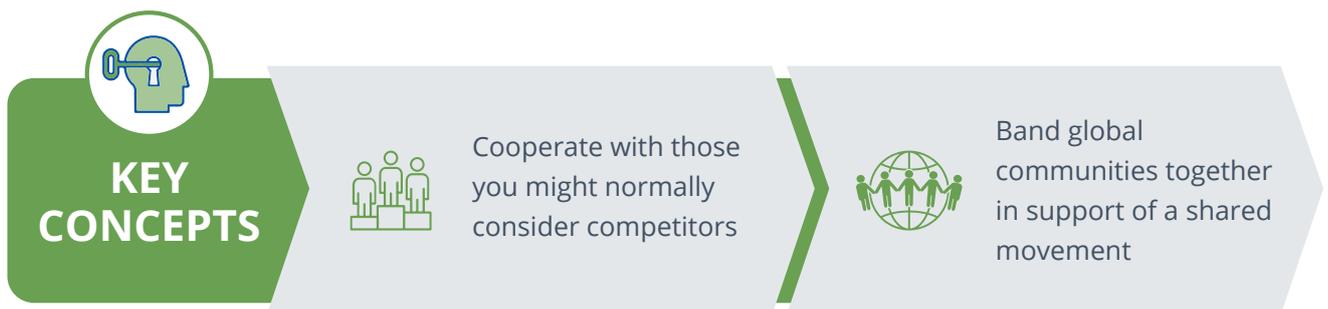
Burrell shared that, collectively, the initiative generated more than 4.7 billion media impressions worldwide and said, **"This really signals a broader watershed moment for those outside the industry to realize how big the games industry and audience actually is and how prevalent it is around the world. It's a platform we can leverage to share positive guidelines and information to those who may not actually see it on traditional news sites."**

**"Something that's been very cool for us to see at Activision Blizzard is how clever each of our franchises have been in participating (in #PlayApartTogether),"** said Goldenberg. For example, Candy Crush saga games (mobile games) did an "unlimited lives" promotion (users typically have to invite friends or pay for additional lives) and ran PSAs inside their mobile games. Crash Bandicoot (a console game) used their iconic, approachable cartoon characters to convey messages like handwashing to younger gamers and get the message across in a fun way.

Burrell and Goldenberg agree that the pandemic created an unprecedented opportunity for the gaming industry. Since Covid-19 impacted nearly every citizen of the world in similar ways, a massive, connected community of gamers had a chance to join forces and rally around a singular cause in a way it never had before.

**"It took a pandemic to bring us together and see the incredible potential that exists if we come together as an industry,"** Burrell said, **"The key is being able to find those common threads that we can amplify off of one another. The medium of games is so interactive and full of storytelling. It's something I'd love to see more of."**

Although typically a highly competitive industry, Goldenberg said, **"There have been no competitive concerns at all raised about this initiative. It's the right cause at the right time for our industry and we're all in a position to step in and help."**



# Redeploying Fresh Food Kiosks To Provide Nutrition To Frontline Workers

## *Sweetgreen Impact Outpost Fund*

**S**weetgreen, the seasonal restaurant with the mission of connecting people to real food, launched their Outpost program in 2018 to provide busy employees with an easy way to place a custom order and have it delivered - at no fee - to a convenient grab-and-go kiosk at their workplace. Pre-pandemic, sweetgreen had over 1,000 outposts powered by couriers and people working in logistics, tech and operations. When Covid-19 hit, sweetgreen closed all of the Outposts and set to work deciding how to respond to this crisis.



Leaning on their values that include "Make an impact," sweetgreen opted to redeploy their Outposts in a new way to serve frontline healthcare workers. They teamed up with Chef José Andrés' nonprofit World Central Kitchen to create the sweetgreen Impact Outpost Fund in April to provide free sweetgreen meals to hospitals as well as other relief sites including schools, senior centers and high-risk communities.

The partnership with World Central Kitchen enabled sweetgreen to solicit donations to fuel this initiative and get even more meals to those in need. Individuals and companies like Verizon and J. Crew as well as the Ford Foundation have contributed. As of September, the Impact Outpost Fund had delivered more than 379,000 meals to 400 hospitals nationwide.

According to Kirby Bumpus, sweetgreen's head of social impact and inclusion, "**The impact is multi-fold. We've been able to feed more hospital workers. We've also been able to provide our team with much-needed work hours while the business was down. It has also enabled us to continue to purchase from incredible farmers and suppliers, which were dramatically impacted by Covid-19. The ripple effects have been tremendous.**"

Another asset sweetgreen leveraged during this crisis is the "digital first" approach the company developed to improve the ease of ordering, pick-up, delivery and payment for customers. Bumpus added, **"Given the realities of Covid-19, that digital aspect of our company is more important than ever in terms of being able to deliver our mission of building healthier communities by connecting people to real food."**

One final positive effect of the Impact Outpost Fund is employee engagement. **"One of the really heartening things I've seen is the way that our team has responded during this crisis,"** Bumpus said. **"We hear from our team members after they've made hundreds of bowls for a hospital how they feel about providing food to the front lines and knowing they had a hand in that. It's been a tremendous morale boost. Whether you're on the accounting, marketing, ops or tech team, you've touched this program in some way. That feeling of contributing to something larger than yourself and that empowerment has had a company-wide effect."**



**KEY CONCEPTS**



Redeploy existing physical distribution channels



Unite and engage employees by helping them be a part of a meaningful activity



# Leveraging Scale And Relationships To Create Jobs And Support Frontline Workers

## *The New CARE Package*

**T**he international relief organization CARE was founded in 1945 when 22 American organizations came together to rush lifesaving care packages to survivors of World War II whose towns had been decimated by the war.

Early packages were U.S. Army surplus food parcels. Everyday Americans were encouraged to send the packages to friends and families in Europe, where millions were in danger of starvation. Ten dollars bought a CARE Package and guaranteed that its addressee would receive it within four months. When the Army surplus ran out, the organization assembled its own packages, assisted by donations from U.S. companies and ultimately distributed over 100 million of them.

When Covid-19 struck, CARE realized that, although they had historically focused on humanitarian relief abroad, the organization had assets that could be leveraged to provide much-needed assistance within the U.S. (for the first time ever) and decided to re-imagine their iconic CARE packages for the 21st century.

Today's CARE packages for Covid-19 response look a bit different than those sent around the world after WWII. They may be a physical care package that contains a meal or delivers other critical supplies to those in need (and helps create jobs in the delivery process) or they may take the form of a CARE Package Gift Mastercard sent directly to frontline workers.

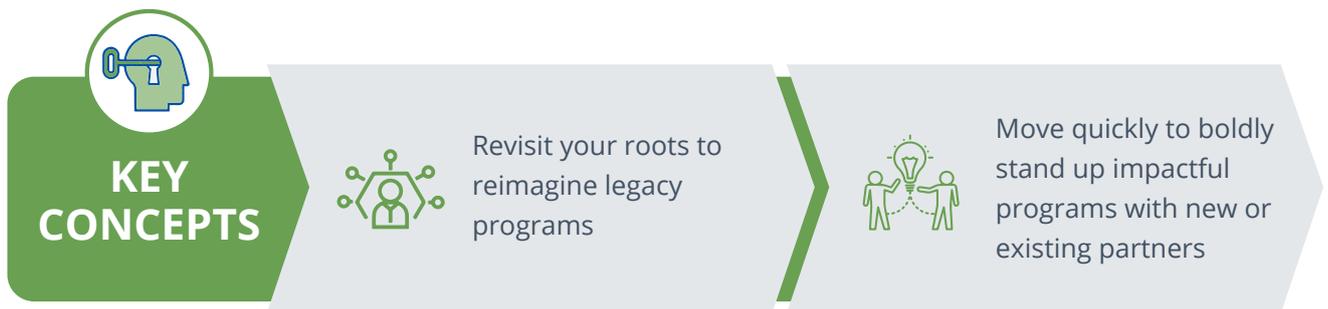


According to Chris Noble, head of corporate partnerships for CARE, "**CARE is a global nonprofit at scale. Bringing that lens to the U.S. (Covid-19) challenge really helps to gather the right people together. We can start conversations with large corporations like Mastercard and Johnson & Johnson to help bring real solutions to life. We're also able to use that scale to deliver much-needed resources to our nonprofit partners and allow them to do what they do best for their community and serve as the last mile.**"

CARE has continued the tradition of asking the public to support these CARE packages and has also leveraged its scale to recruit corporate partners to bolster the program.

For example, to commemorate its 100th birthday in September, Johnson & Johnson's BAND-AID brand announced a strategic partnership with CARE and encouraged consumers to make a donation of a CARE package to benefit frontline heroes nationwide.

**"We are humbled and proud to use our legacy and resources to invite more people to put care in the world during a time when we need it most,"** said Dawn Hampton, Senior Director, Marketing and Sales, BAND-AID Brand, Johnson & Johnson Consumer Inc. **"Being 100 is a historic moment for the BAND-AID brand and our goal is to take this moment to inspire a new generation by partnering with a pioneer in caregiving, CARE, to make a meaningful impact with those who are actively on the frontlines in the United States and all over the world."**



# Repurposing A Community-Based Fleet To Deliver Health And Hygiene Products

## Colgate's #safehands, Bright Smiles And Bright Futures

**A**s a global company operating in markets around the world, Colgate was concerned about Covid-19 as early as January of 2020. By March, Colgate, one of the world's top soap manufacturers, felt it needed to step in to leverage its scale and expertise to respond to this rapidly escalating health and hygiene crisis.

Since the one thing known to kill Covid-19 is proper handwashing, Colgate went all-in not only to provide soap to people who needed it but, just as importantly, to educate the world about the proper way to wash their hands to kill the dangerous virus.

Early in the pandemic, The World Health Organization launched a public health challenge called #safehands, instructing people on proper hand washing. In response, Colgate mobilized five manufacturing plants on three continents to produce twenty-five million bars of what they branded as #safehands soap, specially packaged with instructions on proper handwashing to amplify the WHO message.

The next challenge was distribution, according to Colgate's Associate Director, CSR & Sustainability Communications Robert Goodfellow. **"We know how to make soap but, in this crisis, that wasn't enough. The most important thing we did was immediately work with the right partners that had existing distribution. We partnered with NGOs like UNICEF, CARE and Save the Children to get soap directly into the hands of the people who needed it."**

In addition to the #safehands soap, the company also launched a \$20 million health and hygiene production donation effort in the U.S. and abroad to get much-needed product to local communities. Each Colgate division around the globe was allocated a percentage of that funding to distribute as they saw fit in their local market.

The North American division came up with an innovative solution. Colgate had a fleet of nine mobile dental vans stationed in urban areas. In normal times, these "Bright Smiles, Bright Futures" vans were deployed to provide free dental screenings and education about dental health to kids and were primarily used in school settings. Between school closures and social distancing requirements, the vans were sitting idle. Since the Bright Smiles, Bright Futures vans were already positioned in hard-hit areas, the team decided to repurpose them in partnership with Feeding America to help distribute hygiene donations.



The team outfitted the vans to become delivery vehicles and packed them full of products including hand soap, dish soap, toothbrushes and toothpaste. Vans delivered the goods to food banks and partner agencies affiliated with the Feeding America network in New York, Chicago, Dallas, Los Angeles, Atlanta, Miami, Washington DC, Charlotte, and Baltimore. Colgate also worked with local school districts to coordinate product deliveries as part of ongoing grab-and-go lunch programs.

One asset that Colgate leveraged in addition to the physical vans were deep, long-standing relationships in the community through organizations like Feeding America and the schools. According to Goodfellow, **"This is a community-based crisis. What's particularly unique about this program is that Bright Smiles, Bright Futures was already in the community. We were able to take that network, pivot it and redeploy it. It's something we're very proud to do."**

Goodfellow also points out that the Covid-19 crisis isn't only a health crisis - it's also a financial one. **"Colgate is found in 62% of households globally. If we're able to help offset a family's financial strain - even a little bit - by providing soap, toothbrushes and toothpaste, that is very important to us as a company. Everyone has been very motivated to pitch in and help however they can."**



**KEY CONCEPTS**



Redeploy existing physical distribution channels



Unite and engage employees by helping them be a part of a meaningful activity



# Prioritizing Point-of-Sale Fundraising During A National Coin Shortage

## *Murphy USA And Boys & Girls Clubs Of America*

**A**t the end of last year and before the pandemic hit, gas station and convenience chain Murphy USA had just finalized a brand new partnership agreement with the Boys & Girls Clubs of America after a long search to find a nonprofit that would align well with their corporate values, map to their geographic locations, and help them make a national impact.



The partners planned to execute two point-of-sale fundraising campaigns in 2020 at Murphy USA locations in which consumers would be asked to donate to the charity upon checking out in-store. The first one was planned for April. When Covid-19 hit, instead of pausing or pivoting, Murphy USA made the calculated decision to simply move ahead with the effort.

According to Don Miller, Murphy USA's Community Relations and Corporate Development Ambassador, "**There were some early questions internally about whether we should be doing a new nonprofit fundraising campaign in our stores given the Covid-19 crisis, but ultimately we decided we needed to do it now more than ever.**" In the midst of a global pandemic, Murphy USA raised \$600,000 in 35 days for Boys & Girls Clubs of America. "**We thought that was fantastic!**" said Miller.

Many of the kids that BGCA supports depend on the meals they get at the club for basic nourishment. With widespread school closures, there was a significant gap. There was a need for virtual learning for children who were out of school. Parents who had to work outside the home needed daycare.

According to Miller, **"When the pandemic hit, BGCA was right there with a plan to convert their service model and still be able to provide resources like food and virtual tutoring to the kids who needed it. They also opened clubs for first responder daycare. They did a great job communicating the need to me and laid out how they were going to fill the gaps, so I was able to effectively communicate that plan to our leadership team. With that information, everyone was on board and ready to double down to get BGCA the support they needed to keep operating."**

The second point-of-sale fundraising effort was originally scheduled for August with an end date of September 4th. However, a national coin shortage prompted the Accounting Department of Murphy USA to approach Miller and ask if they could start the fundraising early. Enabling consumers to round up their purchase to the nearest dollar as a donation to BGCA was a simple way to mitigate the coin shortage. **"All of our leadership immediately recognized the 'win-win' of this situation and we launched the fundraising campaign four weeks early, even though none of our signage or promotional materials were ready yet,"** said Miller. The second point-of-sale effort ended up being twelve weeks instead of the original four planned. By August, the campaign had exceeded the \$1 million mark for funds raised.

According to BGCA's Chad Royal-Pascoe, **"The success of the Murphy USA campaign is really testament to the generosity of their customers and dedication of their employees. Sixty percent of Murphy USA customers only buy gas at the pump and never set foot inside the store where the point-of-sale ask happens. It speaks volumes that, during a pandemic, Murphy USA customers (supported by Murphy USA employees making the ask) generated over 1 million separate donations during just one phase of their point-of-sale campaign."**

The respect is mutual. Miller said, **"From a strategy, planning and communications perspective, BGCA is all over it. They host regular webinars that keep me fired up and dedicated to the cause because I get a chance to hear from local club presidents about how they're doing and what they need. BGCA has been fantastic and a great representative of how to do a nonprofit youth advocacy campaign the right way."**



# Solving Unique Problems Only A Pandemic Could Create

## *Subaru And TerraCycle's PPE Collection Efforts*

**A**s the Covid-19 pandemic has persisted, there has been an increase in discarded PPE such as disposable face masks and rubber gloves, whether strewn along streets or left in parking lots. These items are also starting to wash up on beaches around the globe, contributing to the existing problem of ocean plastics.

What's the environmental impact of all these masks and gloves? Discarded masks and gloves are considered contaminants and are not recyclable through local recyclers, which means they're headed to landfills. Plastics like these can remain in the environment from decades to hundreds of years.

A purposeful pivot of a small but powerful partnership between Subaru and TerraCycle is helping Subaru employees and customers recycle this PPE instead. The existing partnership used TerraCycle's Zero Waste Boxes at Subaru dealerships to help customers recycle items like snack bag wrappers, coffee cups, lids and straws.



**“We partnered with TerraCycle originally to have something that all of our retailers could get behind and make a huge impact as part of our ‘Subaru Loves the Earth’ platform. We knew TerraCycle was the organization that could recycle anything. They’re able to take trash and make it go full circle,”** said Amy Strawbridge, Subaru’s Brand Partnerships & Experiential Marketing Manager.

Once Subaru offices and retailers started to open again, Strawbridge said, employees noticed they didn't have a good place to dispose of their own PPE. They called TerraCycle to ask if they recycled materials such as face masks and gloves. According to Strawbridge, when TerraCycle said, **"Absolutely!"** Subaru immediately placed an order for all their offices.

**"Especially as I'm leaving the office, when I see a Zero Waste Box right there, it really catches my attention and I have a specific place I can put my mask,"** said Strawbridge. **"While I hope we don't have to collect PPE forever, for the time being, we want to make sure there's a place people can dispose of those materials."**

According to Kyle Riggs, TerraCycle's North American Account Director for Zero Waste, **"Generally speaking, the environmental impact of PPE is pretty large. We've all seen a visual increase in PPE litter in our local communities. Before the pandemic, there were good Samaritans who, if they saw some trash, may have been willing to pick it up. Because of the virus, there's been a lot less of that. It really presents a unique challenge."**

Now Subaru customers and employees can use TerraCycle's Zero Waste Boxes to collect disposable masks and gloves across more than 20 offices nationwide and at participating Subaru dealerships.

When full, the boxes are returned to TerraCycle and the collected PPE is used to make new products. An in-house R&D team of plastic scientists develops TerraCycle's innovative recycling solutions for materials that are typically considered hard-to-recycle or non-recyclable such as masks made of #5 polypropylene or rubber gloves.

**"Masks go through two recycling processes. First, we shred them down and then melt them into plastic pellets. Those pellets are then used to create things like park benches or reusable shipping pallets. The gloves go through what's called a cryo-milling process where they actually get frozen and then crushed into a fine powder. That powder is the raw material that we can put into products like rubberized gym flooring,"** explained Riggs.

TerraCycle has had existing PPE-recycling programs with factories and warehouses that use masks and gloves as a regular part of their business but reports they've seen a huge uptick in requests for the boxes since the pandemic hit. Their goal is to make it as easy as possible for everyone to participate and are working with a wide variety of companies in addition to Subaru to help consumers to recycle PPE.

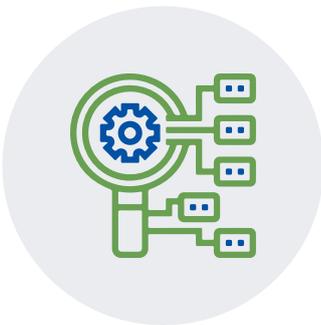


# Conclusion

## *Opportunity Resides Amidst The Chaos*

When this pandemic finally fades to black, companies and nonprofit organizations will find themselves fundamentally changed. Many of the lessons we're collectively struggling to learn now will redefine the way companies conduct business as well as the way nonprofits deliver services for the foreseeable future. The purposeful pivots we've outlined above can serve as a guide and, hopefully, an inspiration to you as your own organization adapts, flexes and changes in response to our rapidly-evolving world.

**No matter where you are on your purpose-focused journey, the following action items may help enhance your efforts and help position you for future success:**



### **IDENTIFY UNDER-UTILIZED ASSETS**

Organizations are built upon foundations of assets. Some are well-leveraged and others less so, because they're harder to see and identify. Ask employees for their ideas about innovation and ways to repurpose those resources that are going un- or under-utilized due to the pandemic. Is there a new way to use unoccupied office space for a good purpose? What are your most developed distribution channels? Are your employees being engaged to their full capacity? Can you help grow internal talent by creating volunteer leadership opportunities? Take a moment to stop and review how far you've come in the past six months. What additional competencies has your organization created? Any way to leverage those for good in a new and different way?



### **CONNECT MORE DEEPLY WITH YOUR STAKEHOLDERS**

Now is the time to revisit all your stakeholder relationships. This includes employees, vendors and suppliers, community members, customers and yes, even competitors. What are their new pain points and focus areas? Are there novel or interesting ways your organization can support them? What are the social issues most concerning or top of mind? Any overlap with what you're doing? Share on a meaningful level your organization's social impact programs or goals and look for interesting intersections or areas of collaboration.



## BUILD IN FLEXIBILITY

If the pandemic has taught us anything, it is the value of being able to pivot. Ensure you don't lose this critical skill by crafting future initiatives with flexibility and adaptability in mind. Where are the places you can intentionally create options for your team? Whether that means keeping coupon codes open-ended, more closely evaluating the contracts you enter into, or diversifying and broadening your strategic partners, keep 'flexibility' in mind as you make future plans.



## EMBRACE CONTINGENCY PLANS

Gone are the days when 'Plan A' is a given. Assume the best-laid plans will experience at least a small hiccup or disruption. Spend time mapping out potential scenarios and how your organization would respond. It's a great way to keep your team sharp and proactive, rather than reactive. Some of these scenarios may lend themselves to new partnership arrangements. Why not start those relationships sooner rather than later? Some may uncover organizational weaknesses. Start to fortify those areas now or identify relationships that will help you fill in the gaps.



## MOVE QUICKLY

One thing this pandemic has highlighted in most organizations: when push comes to shove, the reality is that we can all move more quickly. It is, of course, critical to be thoughtful and intentional in designing new partnerships or initiatives but hopefully the pandemic has shone a light on unnecessary internal systems and bureaucracy. Take steps to embrace these changes in an intentional way, redesign or reimagine the processes that have historically stood in the way of being nimble and, most importantly, celebrate the victories you've been able to accomplish in short timeframes.



## EXPERIMENT TO UNCOVER NEW OPPORTUNITIES

While most of us wouldn't care to relive the past seven months if given the chance, the reality is that this pandemic has created some new opportunities (and will continue to do so). Making a social impact is one way many businesses have discovered new market opportunities, new connections, new partnerships and a revitalized sense of organizational purpose. Leading with your values is one way to take a step in a new direction – be that a personal career development strategy or an organizational pivot. We're all in this together and you may be surprised to find a fresh openness to your creative ideas and approaches that may not have resonated in the past. Now is the time to experiment, create and take a few calculated risks.