COVID-19 Agile Growth Checklist©

GRAVITAS IMPACT premium coaches

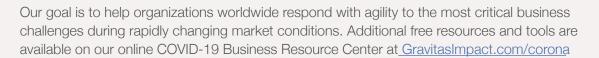**7 ATTRIBUTES of Agile Growth™**

As the global effect of the COVID-19 continues to cause economic uncertainty, the Gravitas Impact community adapted a key tool (*The 7 Attributes of Agile Growth Checklist©*) to bring you this version of the Agile Growth Checklist©.

Our goal is to help organizations worldwide respond with agility to the most critical business challenges during rapidly changing market conditions. Additional free resources and tools are available on our online COVID-19 Business Resource Center at GravitasImpact.com/corona

Leadership™

- ☐ Leaders apply "self-care" to strengthen their *resilience*.
- ☐ *The Stockdale Paradox* is alive and active amongst leaders.
- ☐ Every leader has a second-in-command who is ready to lead, if necessary.
- ☐ Leaders *proactively communicate* with employees and customers daily.
- ☐ *Level 5 Leadership* and *Return on Luck* principles have been reviewed.

KEY LEADERSHIP RESOURCE:
Your Oxygen Mask by Kevin Lawrence

Talent™

- ☐ *Core Values* and Core Purpose are shared and actively used for decision making.
- ☐ Employee policies are aligned with local government requirements.
- ☐ *Employees and their families* are taken into consideration through change.
- ☐ Talent is assessed on Core Values, productivity, and the *Ideal Team Player* profile.
- ☐ Leadership has increased employee connections and conversations.

KEY TALENT RESOURCE:
Ideal Team Player by Pat Lencioni

Strategy™

- ☐ *Strengths, Weaknesses, Opportunities & Threats* have been updated.
- ☐ Core competencies are revisited, clarified, and top of mind.
- ☐ Competitive differentiation and an *Attribute Map* are refreshed.
- ☐ *Pricing Strategy* is updated to align with current market realities.
- ☐ Competitors and their customers are reevaluated for new opportunities.

KEY STRATEGY RESOURCE:
Uncommon Service by Francis Frei

Execution™

- ☐ Online *productivity & communication tools* are selected for virtual work.
- ☐ *The Critical Number™* and top three to five priorities are revised and shared.
- ☐ Communication Rhythms are restructured for speed with data.
- ☐ *Suppliers at risk of disruption* are mapped and replacements identified.
- ☐ *Leading metrics* (KPIs) to report on demand, cash, and safety daily are in place.

KEY EXECUTION RESOURCE:
Rock and Sand by Michael Synk & Gravitas Community

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Customer™

- ☐ Connections are made regularly with empathy, care, and curiosity.
- ☐ Your *Ideal Core Customer Profile* Is refined and revalidated.
- ☐ Changes in your customer's business dynamics and financial profile are understood.
- ☐ The problem you solve for your core customer is analyzed and updated.
- ☐ *Customer Experience* is visually charted and refined for increased value.

KEY CUSTOMER RESOURCE:
The Inside Advantage by Bob Bloom

Profit™

- ☐ Three revenue forecasts are prepared based on the rapid changes in demand.
- ☐ Expenses are categorized as mission-critical, important, and non-vital.
- ☐ Cash flow is optimized using the *Power of One* and Cash Conversion Cycle.
- ☐ New sources of cash via grants, loans, and special programs are researched and current.
- ☐ Loan terms, debt repayment, and vendor payment terms are re-negotiated.

KEY PROFIT RESOURCE:
Your Leaky Bucket by Howard Shore

Systems™

- ☐ Top 5 core processes are reviewed, visually charted, and improved with *Lean Principles*.
- ☐ Accountability for processes and outcomes are updated.
- ☐ Internal *Change Leadership* and management principles and tools are sharpened.
- ☐ A tactical 90-day plan for implementing digital and virtual tools is built.
- ☐ The Crisis Management Plan and emergency procedures are up to date.

KEY SYSTEMS RESOURCE:
Leading Change by John P. Kotter

How May We Serve You?

Gravitas Impact coaches are equipped with the tools, experience and technology to assist organizations via virtual or live team collaboration.

Don't go it alone in these unprecedented times.

Contact us at info@gravitasimpact.com

Or visit our online **COVID-19 Business Resource Center** at gravitasimpact.com/corona