

COVID Connect

A Retail Operating Guide

Evolution of priorities and needs through the COVID-19 pandemic

COVID-19 reports and commentary are abounding – every sector and industry is affected, every link in the value chain wants to show expertise, **opinions and guidelines are shared from every perspective imaginable.** Regardless of where each market finds itself on the virus maturity spectrum there is an acknowledgement of the fundamental shifts in mentality required to navigate the crisis – and the resounding truth is in fact a human one:

that people are at the centre of every story.



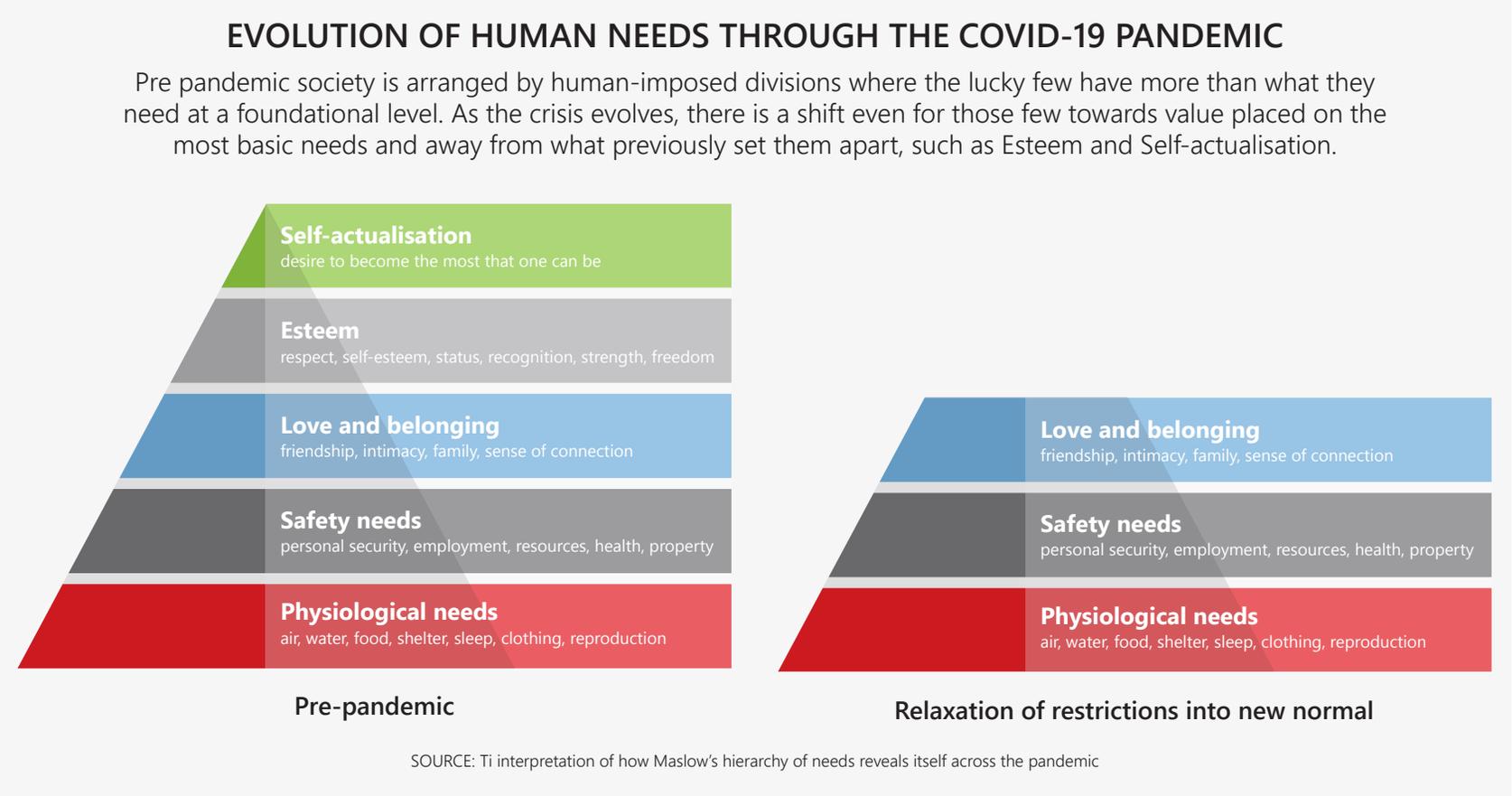
COVID-19 PANDEMIC REFRAMES BUSINESS PROTOCOLS TOWARDS PURPOSEFUL SERVANT LEADERSHIP

Essentially the pandemic dissolves the needs of humanity right down to the most basic physiological and safety needs, greatly elevating the value placed on basic needs into the new norm: within weeks the lines of discrimination between the privileged and less fortunate are blurred by a virus affecting rich and poor alike, generational theories melt as old and young begin to fall to the disease, creeds unite in prayer for healing, nations merge, race erases, self-indulgence is humbled, and society is emphatically re-based.

Leaders and brands that reflect a deep understanding of this evolution, and respond authentically and compassionately to these changes, are the ones who will emerge with meaningful and enduring community relationships, amplifying consumer and employee trust and loyalty, and resulting in sustained business growth.

Be ready to un-learn everything, re-set thinking and prioritise the values that hold the human heart.

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