



Reform & Rebuild **your Business Results**

*Revitalisation Process for Post COVID-19
Revenue & Profit Growth*

For many sales and marketing leaders, the toughest time is now in the offing: **how to restore the business in an environment where the economies are still wobbling.**

It's the time to **rethink** the post COVID-19 comeback by **shifting from surviving to thriving.**

As businesses around the world **reconsider** how they can **return** from the gloom wreaked by the coronavirus, the journey from breakdown to victory provides food for thought.

In this unprecedented new **reality**, we will witness a dramatic **restructuring** of the traditionally operated businesses. Organisations are gazing through the fog of uncertainty, thinking about how to **reposition** themselves once the crisis has passed and things **return** to normal.

What will normal look like?

What the next normal could demand?

How strongly it outlines?

What will it take to navigate this?

How sales and marketing leaders can **reshape** the next normal?



In order to **restore** and **rebuild** strongly, speed, agility, and a new understanding of customer values are the keys to navigating the next normal. The moment is not to be lost; those who step up to **rekindle** their game will be better off and far more ready to confront the challenges—and opportunities—of the next normal than those who do not.

VISION
PLAN
TEAM
MARKETING
GROWTH
SUCCESS

OMi has designed a **solution-focused** intervention, in order to help **sales** and **marketing leaders** to make a **swift turnaround** in business by **implementing innovation**, in precise, **creating of a unique attacking style** and **strategy** to **recover the revenue**.

Leading with this purpose, marketing and sales leaders need to operate instantaneously across three limits: **navigating the crisis now**, **planning for the recovery**, and **leading the next normal**. This intervention will focus on how organisations can accelerate what they do and how they work to capture **revenue** quickly for the **recovery**.

Course Coverage

Navigate the NOW

- ✓ Develop **lean mindset** to manage the downturn, **accelerate decision making** and **drive rapid execution**
- ✓ **Build resilience** to **adapt** to the **new normal** and create essential new levels of **visibility, agility, productivity, and end-user connectivity** to **enhance performance**
- ✓ Act **decisively** to help **stabilize** the **business** and fight to stay afloat

Plan for the RECOVERY

- ✓ **Speed up** and **shape up** to position oneself for the long-term and to get ahead of the competition to **recover revenue**
- ✓ Develop **forward-thinking** and be ready to capture mindshare and demand
- ✓ **Reimagine** a **sustainable operation** and **shifts in strategies** to create competitive advantage and **new customer value propositions**

LEAD the Next Normal

- ✓ **Rethink** and **reflect** on **who we are, how we work** and **how to grow** to determine the long-term objectives/goals
- ✓ **Strategies** to **reform** the **bigger picture** that offers a **clear path** to navigate the **next normal** to **elevate business results**
- ✓ Learn to **plan ahead** and **create plan ahead teams** in order to **respond quickly** in rapidly changing circumstances