

# Restart Toolkit

## Post-Coronavirus strategic planning.

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KIN+CARTA

### This one-pager summarises a toolkit for post-Covid 19 strategic planning

It outlines a process and a series of methodologies to allow brands and businesses to think critically about the opportunities and challenges posed by the current crisis.



### Process

#### 1 / Scope

##### Individual pre-work:

Conduct situational analysis (facilitator + team leader only)

Identify the big open questions relating to your brand or business – both internally and externally (all)

#### 2 / Explore

##### A 2.5 hour group session conducted remotely:

Map and combine open questions as axes on a series of maps to explore future states

Create headlines summarising the implication of these possible scenarios

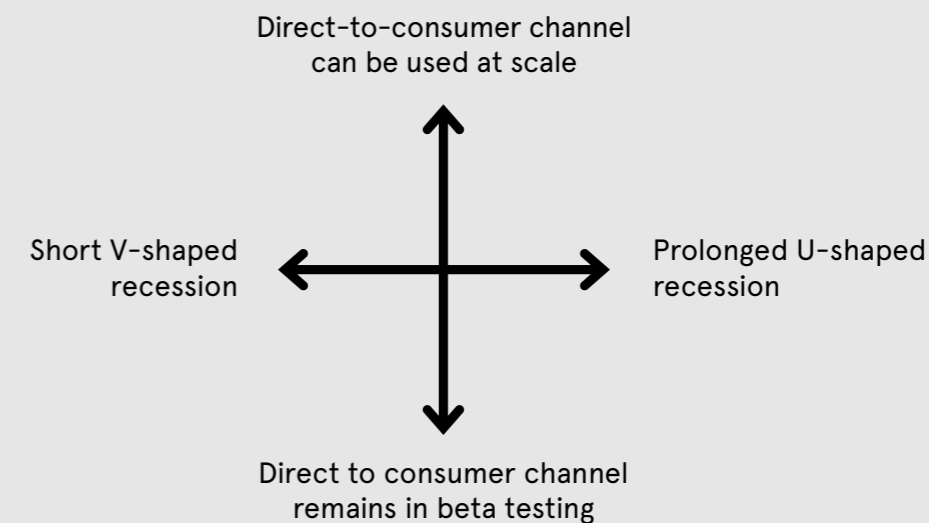
Ideate long/short term activities for each one

#### 3 / Plan

##### Wrap-up conducted after the session by facilitator and team leader:

Finalise analysis and consolidate into a single plan capturing key workstreams and next steps

### Example Axes of Uncertainty map



### Tools

#### Situational analysis tools

**External:** Standard PEST (Political, Economic, Social, Technical) model to identify key 'axes of uncertainty' - including but not limited to Coronavirus

**Internal:** Segmentation dimensions – think about where/how your business is impacted and where/how it is able to adapt

#### Axes of Uncertainty

A methodology for uncovering and exploring future scenarios. Commonly used in longer-term scenario-planning or when substantial uncertainty exists.

Different open questions (“axes of uncertainty”) are crossed to create quadrants representing possible future states.

### Outputs

#### Analysis:

Finalised point of view on likely future scenarios

#### Actions:

List of short-term actions to unlock opportunities and mitigate risks

#### Workstreams:

A plan identifying work needed to prepare for longer-term impacts

### Contact us

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