

# Building the next business normal

## 15 Transformative Take-Outs

### Planning

- 1 Shorten the planning cycle & target resources in the right direction at the right time
- 2 Challenge everything you thought you knew about your customers & your teams
- 3 Collaborate & co-create. A shared plan has more chance of success

### Customers

- 4 Engage across multiple platforms. Listen & respond timeously
- 5 New buying habits are being rapidly formed right now. Understand, reflect & respond to them
- 6 Be authentic in all communications. purchases of any kind are underpinned by trust

### Delivery

- 7 Identify areas for improvement quickly – don't be scared to reuse & repurpose. Keep change small, speedy and incremental
- 8 Chart your way through continuous chaos. Who's in your 'next normal' team?
- 9 Deliver – succeed (& perhaps fail) – learn – deliver  
\*repeat many times

### Data & Technology

- 10 Source new data about market trends, lead indicators & consumer behaviours
- 11 Get comfortable making decisions with only part of the picture – you need strong domain knowledge & confidence
- 12 Get capable. Implement visualisation, embrace new tech applications

### People

- 13 Communicate, communicate, communicate – you can't do too much
- 14 Recognise, validate & nurture the deep capabilities within team members
- 15 Support people to stretch themselves by getting creative, collaborating with them to put development on their daily to-do list

We support organisations to set up & sustain an environment where the necessary bold decisions can be made, improving resilience and turning opportunity into reality.

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