# As you guide your SME or Charity through the COVID19 pandemic and beyond, it will help if you think about these things in a joined-up way ...



## Purpose

Before the pandemic you probably had a good idea of why your organization existed. You might even have had vision and mission statements.

As the pandemic evolves, is the reason you're here the same? Have the enforced changes made you rethink what you're about or what's important? For all of us, the last few weeks has prompted a re-evaluation of what matters and what might be different in the future. Your organization is no different so time spent on the big question 'why are we here' is vital to being future ready.

## Capabilities

These are the things you need to be good at to emerge from the pandemic in good shape.

To achieve your purpose, consider how well you are doing across

- Finance (including government grants and loans)
- IT & Technical
- Operations & Supply Chain
- Marketing & Comms
- Fund Raising
- Risk Management
- Governance

The pandemic might have highlighted some areas that need improvement. It's a good time to address them ready for the future.

#### **Processes**

As the pandemic has progressed, you will have changed how you do what you do.

Consider what's worked and how sustainable the changes are. What could work better and how? What things have you stopped? Do they need to be reinstated or not? Use the knowledge of your people to find ways of making things more efficient & effective.

What else can you stop doing? Are you duplicating tasks or correcting errors? Investigate and correct the causes. If you don't this will silently eat away your funds.

#### Measures

There must be a point to what you measure. Primarily it'll be about how well you're achieving your purpose. There will then be measures about how well your capabilities, processes and people are performing. Something should happen as a result of measures being produced. If nothing does, then it's a good idea to think about why that measure matters. Think about the frequency of the measures and the ways they are produced. Is it time consuming? If so, are there smarter ways to

capture what you need to

know?

### People & Place

Closing of physical premises, home working & new ways of leading, communicating and collaborating have been key features of the pandemic response. How you engage with trustees, employees, volunteers, customers beneficiaries & service users will have changed too. As you move to a new normal, consider what's worked well & keep it! The best way to organise your people & places tomorrow might well be different from pre pandemic. How will you evaluate, decide and execute any changes while keeping people on side? Remember, recognition is really important too.

# Learning

The pandemic has been horrendous for people, the economy and all sorts of organisations.

That said, you will have found greater resilience, innovation, and ability to change than you ever thought possible. In fact it's redefined the art of the possible!

It's important not to lose this momentum and to think about how you keep learning and adapting at speed.

Think about your achievements, what's gone well and what might have gone better. There are lessons in all these reflections that will be vital for the future.

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We also offer comprehensive guidance and support face to face when current restrictions are relaxed. Call us on 07990 698948 or mail jandibusinesssolutions@outlook.com