

## The Great Staggering: Why Innovation Matters, right now

This presentation dovetails with *The State We're In* presentation, to provide a glimpse of how the lockdown easing will specifically affect different businesses and different sectors. (Another of our presentations, *The Great Separation*, provides a broad overview of the impact of the coronavirus within six essential trend pillars).

The Great Staggering will help you understand the medium- and long-term effects of what a gradual easing of business will be like. It also provides many guidelines that are now being seen as best practice, for example, how offices should be reconfigured for the Great Staggering, as well as how businesses in different sectors are pivoting during this interim period to survive.

This trend briefing takes a two-pronged approach to “life in limbo” during the Great Staggering, the period between complete lockdown and eventual return to full business operations (i.e. when a vaccine is found and is commercially available).

This period of uncertainty, which will take us into 2021, will not only determine which businesses survive but also how companies will need to innovate in order to reframe their business models.

The first part of the presentation showcases examples of how different sectors have adapted to social distancing, which industries will emerge with new, hybrid business models and why solution-based innovation is so crucial for this time.

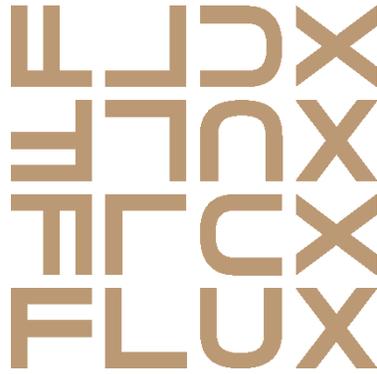
The second part of the presentation questions the operating systems of a company as well as company culture to find out whether or not there is an enabling environment for innovation to flourish and where new ideas can be implemented.

While it is an interim period, we shouldn't ignore the fact that the learnt behaviours – of consumers, as well as a workforce – during this period could also become permanent behavioural changes, which business owners will need to consider and adapt to.

Re-imagining your business model has never been more important.

**Who is this special trend briefing designed for?**

**trends as business strategy**  
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- Anyone who understands that trends today, inform business strategy. This includes executive leadership, management and marketing, media and service industries.
- Companies that are now being forced to find new ways to navigate a decimated business landscape and understand that this crisis will forever change the way forward.
- Businesses that are looking for innovative ways to reframe their traditional business model in a time of unprecedented crisis.
- Companies that are struggling to scale and implement their innovation processes when innovation is urgent, not a “nice to have”.

**If you are interested in booking this presentation for your team or clients please contact Bethea Clayton on [connected@fluxtrends.co.za](mailto:connected@fluxtrends.co.za) or +27764539405**

## **trends as business strategy**

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