



Opportunity in Crisis

Position Your Company for
Survival and Success Through
Strategic Organization Design

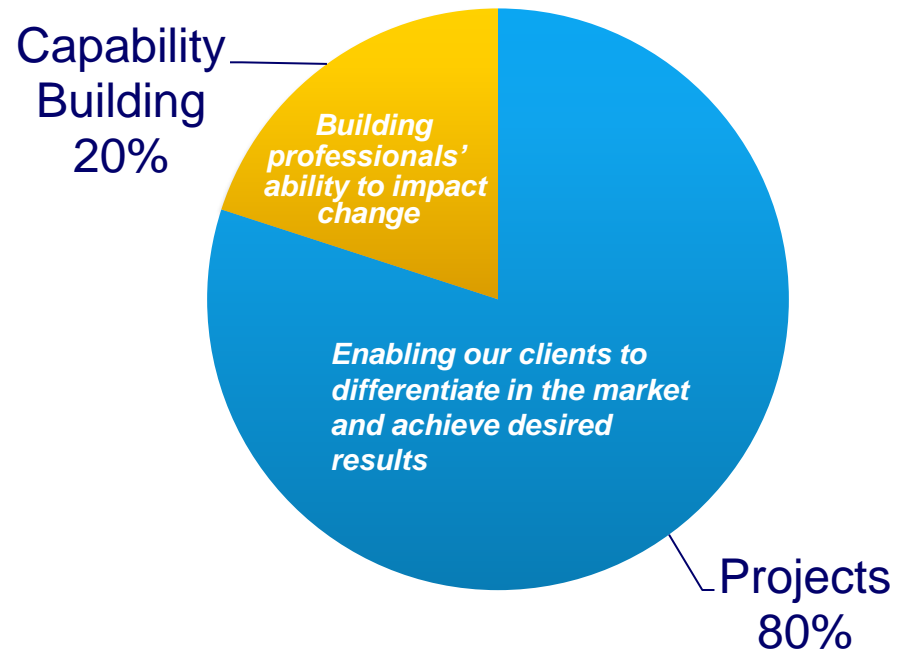
Reed Deshler

A client-focused firm specializing in...

- Strategy and Marketplace Differentiation
- Diagnosis and Assessment
- Organization Design
- Change Leadership
- Leadership Alignment

To drive differentiation through alignment

Work Breakdown



- Why should organizations continue **critical work** in times of crisis?
- How can **organization design** help your company overcome strategic challenges?
- What key **building blocks** ensure strategic organization design helps your company respond to crises?
- How can you advance your organization alignment and **transformation now**?



Impact of COVID-19

- More than 1 million cases and 60,000 deaths in U.S.¹
- The Dow saw its biggest quarterly drop since 1987.²
- More than 30 million people in the U.S. filed for unemployment between mid-March and April 30.³
- The U.S. is expected to experience a COVID-19-related recession through 2021.³



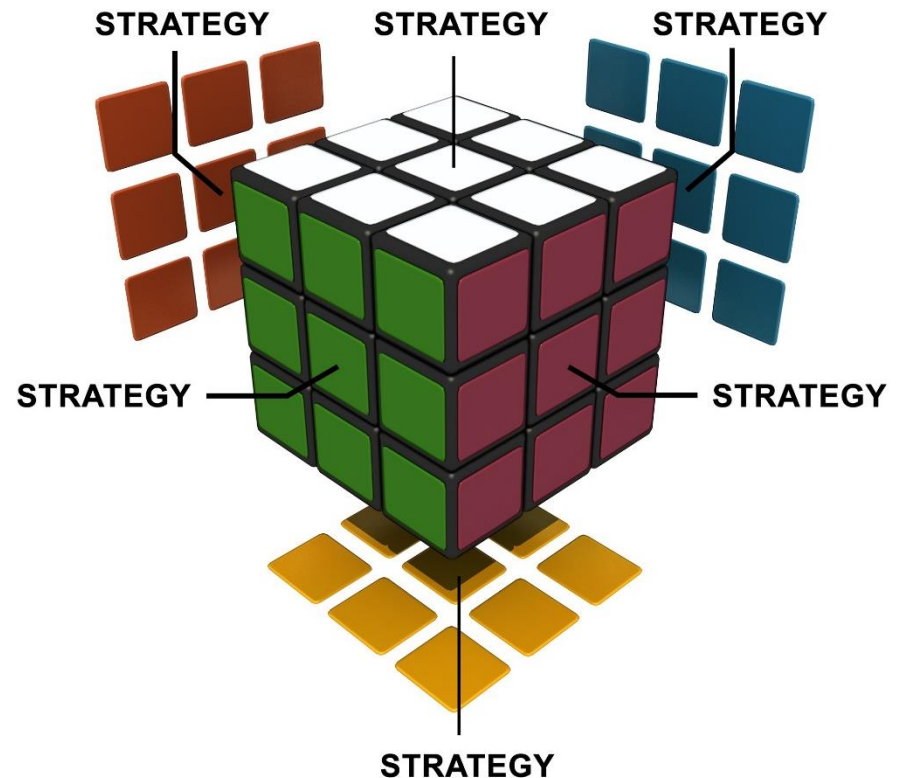
1. <https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/summary.html>

2. <https://www.bbc.com/news/business-51706225>

3. <https://www.cnbc.com/2020/04/29/how-the-coronavirus-pandemic-will-impact-the-future-of-work.html>

Key strategic questions:

- Where do we want to be after the crisis has passed?
- What differentiated strategy would help us achieve our goals?
- What tough choices do we need to make now so we can accelerate our path to recovery or to marketplace success?
- How do our organization choices need to be realigned to focus our resources and deliver a differentiated outcome?

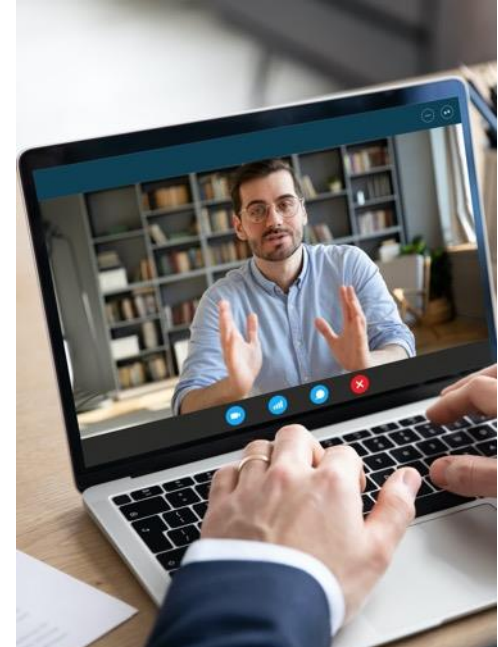




✓ Capitalize
on your
team's
capabilities



✓ Adjust to
market-
driven
complexities



✓ Optimize
your
resources

Organi- zational Alignment

Ensure strategy, capability and choices are aligned

Co-Creating

Involve a broad group of subject matter experts in organization alignment

Staffing Follows Structure

Examine needs and align talent accordingly

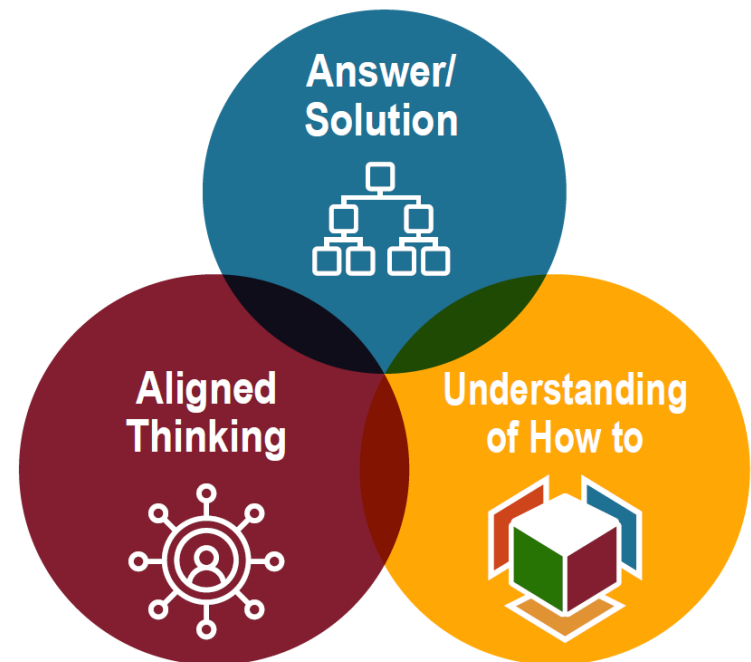
Cost Savings

Resource strategic work while reducing less strategic work

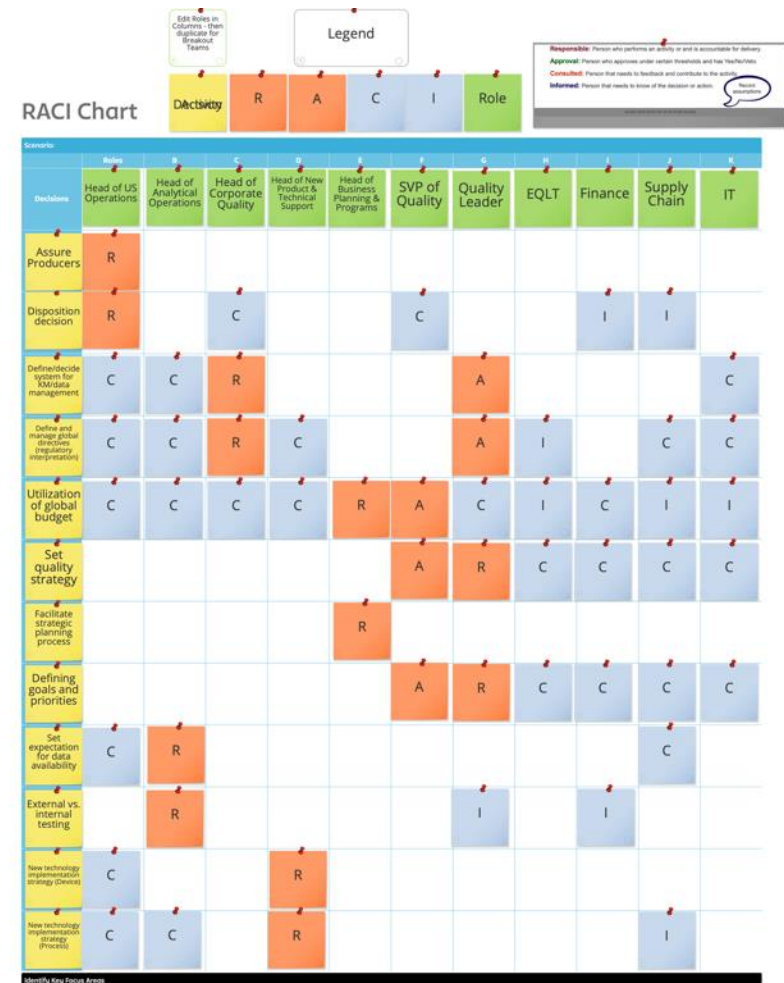
Change partners can:

- Help keep critical work on track
- Bring the right tools and processes to help organizations through change
- Determine the best way to effect change
- Act as a sounding board for new ideas
- Coach leaders through difficult issues

Organization Design is More Than an Answer



- Successful organization design has traditionally relied upon **face-to-face interaction** to promote in-depth discussion and brainstorming.
- **Virtual facilitation can replicate that** by providing onscreen partnering and tools that allow participants to prioritize, organize and refine ideas during design sessions, much in the same way they would in person.



Before COVID-19, AlignOrg Solutions was working with a global corporation to create a new business model and organization design that would help the company recover from a period of revenue loss.

Critical face-to-face work was underway when COVID-19 struck, bringing discussions to a standstill.

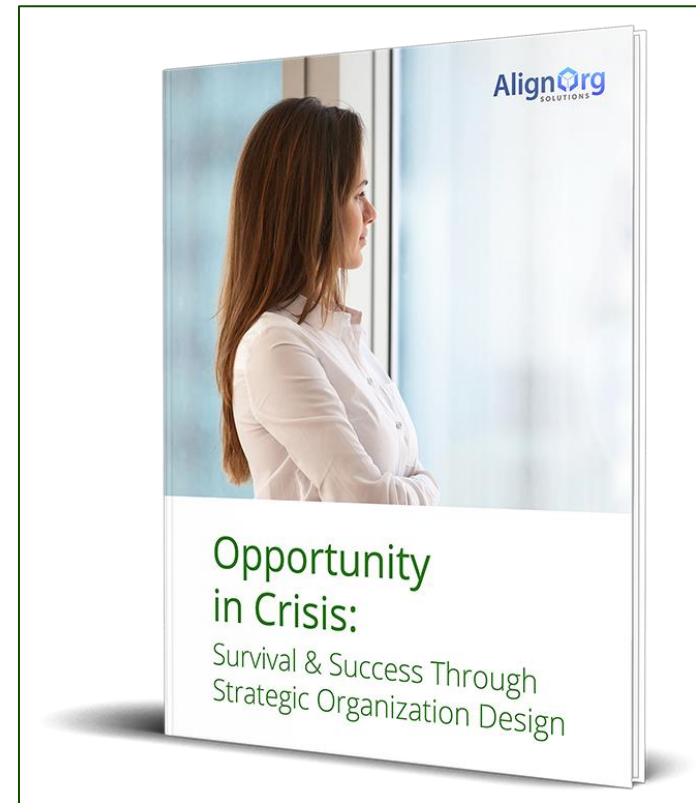
Leadership did not want to lose momentum but were unsure how to continue during the pandemic.

Using virtually facilitated design workshops, progress continued and the company's recovery was advanced. The company is now positioned for future success.

1. How has your organization shifted from reacting to the COVID-19 situation to proactively planning for how to win in the future?
2. How will you create the conditions for deep, thoughtful, timely organization alignment discussions to happen now?
3. What kind of support and tools will you need to achieve success in a post-COVID-19 world?



- ✓ How have you done so far in making real-time decisions re: COVID-19?
- ✓ Do you understand where you want to be when this crisis is over?
- ✓ Do you have the tools and support you need to achieve success in today's "new normal"?



Visit us at www.alignorg.com to read our Opportunity in Crisis white paper and learn more about continuing critical work during COVID-19



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Reed is an organization catalyst. He works with executive teams and human resources teams to define winning strategies, align organization and business models for success and mobilize employees and stakeholders in the desired direction. A change leader, organization design expert and principal of the management consultancy AlignOrg Solutions, Reed brings multi-dimensional business models to life for Fortune 500 companies, middle-market businesses and non-profits so they can align strategy with operational reality.

Reed is coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*, a guidebook that Clayton M. Christensen, professor at the Harvard Business School calls, “a great step-by-step manual on defining and changing the design of your company.”

Reed has guided numerous Fortune 500 companies — including Tyco, 3M, Abbott Laboratories, Hertz, Cummins, Medtronic, and Danaher — through change successfully. When companies are looking to propel growth through organizational transformation they call on Reed and his team.