

Critical Questions to Leverage Crisis for Growth



Some of the greatest innovations have been born out of a crisis. Ask these questions to identify the growth opportunities the current crisis may create for your organization:

1. Why do we think these are still the right services?
2. How can we structure our services for flexibility?
3. How do we better leverage our resources?
4. If we want to double our revenues what is the single most important thing we must change and what should we do? (80/20)
5. What opportunities do we see for growth & improvement? What would exist if we combined our resources with another organization?
6. How can we surprise and delight our clients?
Community partners?