



PIVOTAL CHANGE FOR BUSINESS GROWTH

**IN THE FACE OF COVID 19
– A SCHOOL OWNER BLUEPRINT**

Seasons and Change



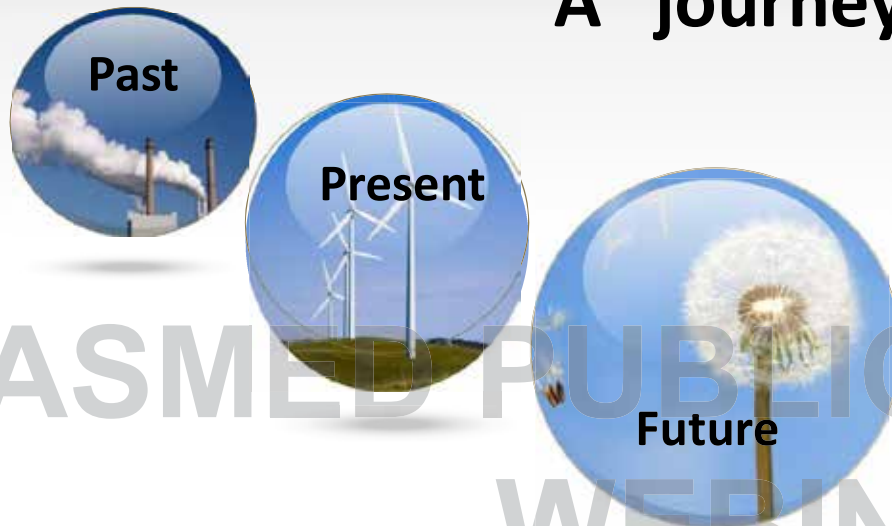
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What **Walt Disney** said

“Times and conditions change so rapidly that we must keep our aim constantly focused on the future.”

Change is

A “journey” not an “event”



Involves

- ❖ Pain/ shock/ denial
- ❖ Desire to control or adapt to the circumstances
- ❖ Action to respond to the change

❖ Can it be predicted?

❖ Can it be managed?

Where has the new coronavirus come from?

- 1. It is currently unclear where the virus has come from.**
- 2. Originally, the virus was understood to have originated in a food market in Wuhan and subsequently spread from animal to human.**
- 3. Some research has claimed that the cross-species transmission may be between snake and human; however, this claim has been contested.**

How contagious is COVID-19?

- Increasing numbers of confirmed diagnoses, including in healthcare professionals, has indicated that person-to-person spread of SARS-CoV-2 is occurring.
- The preliminary reproduction number (i.e. the average number of cases a single case generates over the course of its infectious period) is currently estimated to be between 1.4 to 2.5, meaning that each infected individual could infect between 1.4 and 2.5 people.

How contagious is COVID-19?

◦ Within 4 months:

◦ From **1** person infected, we have grown to over **3 million** people infected!

**Will This Change
Anything?**

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What will Change!

- Our Culture
- Our Business
- Our World

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CYCLE OF CHANGE

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**Undesired
Situation**



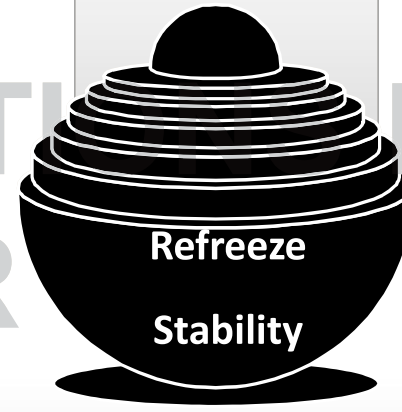
**Unfreeze
Stability**

**•Chaos
Unpredictability
•No control
•Confusing
Loss-Attachment**



Change

**Desired
Situation**



**Refreeze
Stability**

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Lewin's 3-Step Change Process



Unfreeze:

- ✓ Let go of restricting attitudes
- ✓ Increase discomfort to raise anxiety or guilt

Change

- ✓ Adopt new ideas or approaches
- ✓ Create new communication/reporting channels

Refreeze

- ✓ Create new, perhaps permanent forms
- ✓ Recruitment, induction, training, rewards, promotions

A SCHOOL OWNER

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The New Blueprint

When you ask the
right questions, life
gives you the
answers

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Basic Question 1.

How Pivotal is
what is
happening now
going to affect
our industry?

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Basic Question 2.

Where do
we currently
stand in our
industry?

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Basic Question 3.



What is our
competitive
advantage?

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Basic Question 4.



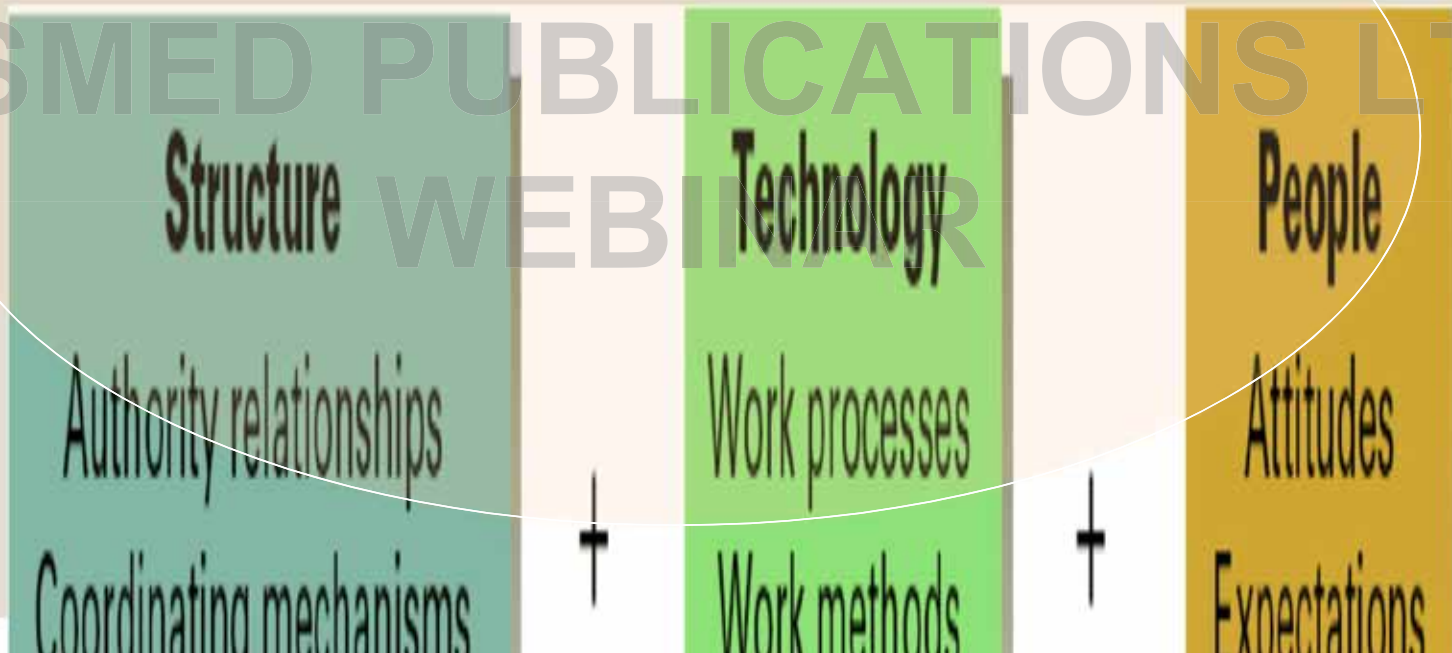
What is our
New Game
Plan?

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Three Categories of Change

**Organizational
Culture**

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Mandy Hale:

**Change is painful, but
nothing is as painful as
staying stuck
somewhere you don't
belong**

Ask me your questions!

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