



REIMAGINE TOMORROW



Opportunities In Times of Crisis

Presented by: Professor Jerry Wind

The Lauder Professor Emeritus and Professor of Marketing

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“Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.” -Martin Luther King Jr.

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AFTER THE WEBINAR ENDS, PLEASE TAKE A MINUTE TO COMPLETE OUR

SHORT SURVEY

JOIN THE CONVERSATION AND
SHARE YOUR THOUGHTS

#KNOWLEDGEINSPIRES



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REIMAGINE TOMORROW

As we all navigate through these uncertain times together, we need more than just real data. We need knowledge that inspires us to look forward the future, thought leadership experience that sparks fresh ideas, a broader world view, and dollops of genius to help us connect the dots and move forward, relentlessly.

This webinar series aims to get us thinking about tomorrow through innovative thought leaders sharing their experience, insights, and research. Begin to believe that we will get through this and we will have an improved tomorrow when we do





REIMAGINE TOMORROW



Jerry (Yoram) Wind joined Wharton in 1967 and is currently the Lauder Professor Emeritus and Professor of Marketing.

Founded the Wharton Think Tank – The SEI Center for Advanced Studies in Management and ran it for three decades.

2017 inductee into the Marketing Hall of Fame



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UPCOMING TALKS



How Vigilant Organizations Gain An Edge

**Presented by Wharton UPenn,
Professor George Day**

July 9 at 2PM ET



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Opportunities in Times of Crisis

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NetElixir
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We are just experiencing life after the Ides of March 2020, the eve of shifting to the *new reality* of life under the coronavirus.

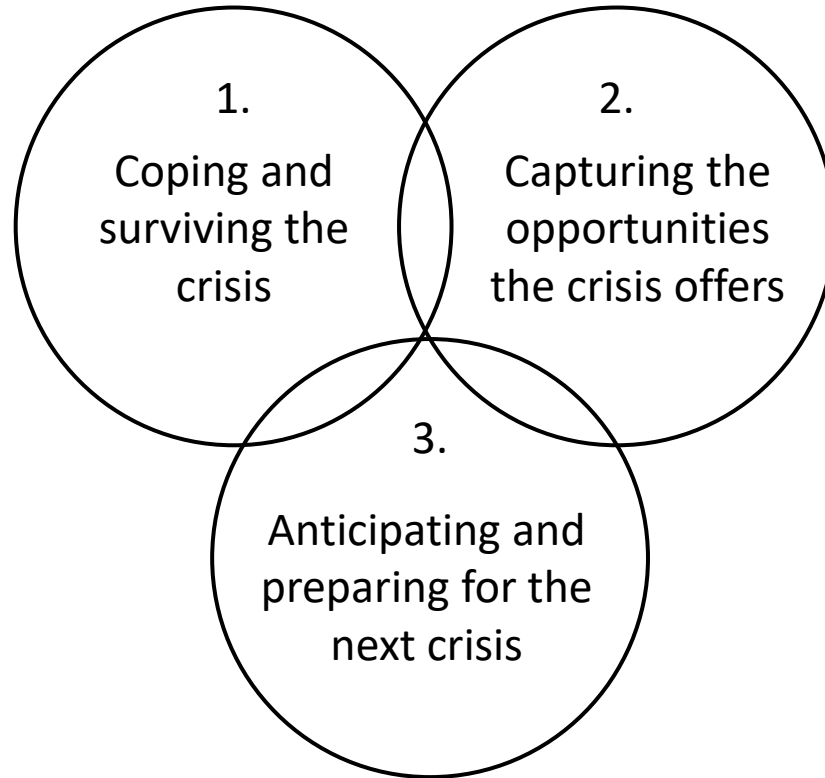
- Over four billion people have been asked to stay at home; work from home by most companies
- Shift to online learning by all schools and universities
- Closing of most retail establishments
- Social distancing as the norm
- The era of digital relationships and communication
- Disruption of air travel
- Disruption of all global supply chains
- Massive unemployment
- Closing of all cultural institutions, sports and other public events
- Collapse of stock prices

Our premise:

Every crisis offers opportunities – even the current mega global coronavirus crisis offers opportunities.

- In Chinese, “crisis” is composed of two characters – danger and opportunity.
- John D. Rockefeller’s famous quote was “I always try to turn every disaster into an opportunity”
- and Winston Churchill is believed to have said “Never let a good crisis go to waste”

The implications of these and related events are that we have to focus on at least three domains:



Our objective:

Encourage you to capture the opportunities that can be created by the crisis



Let's explore:

Ten guidelines for discovering and creating opportunities

1. Change your mental model

2. Speed up your digital transformation and the creation of digital infrastructure

3. Create new business opportunities to leverage the crisis

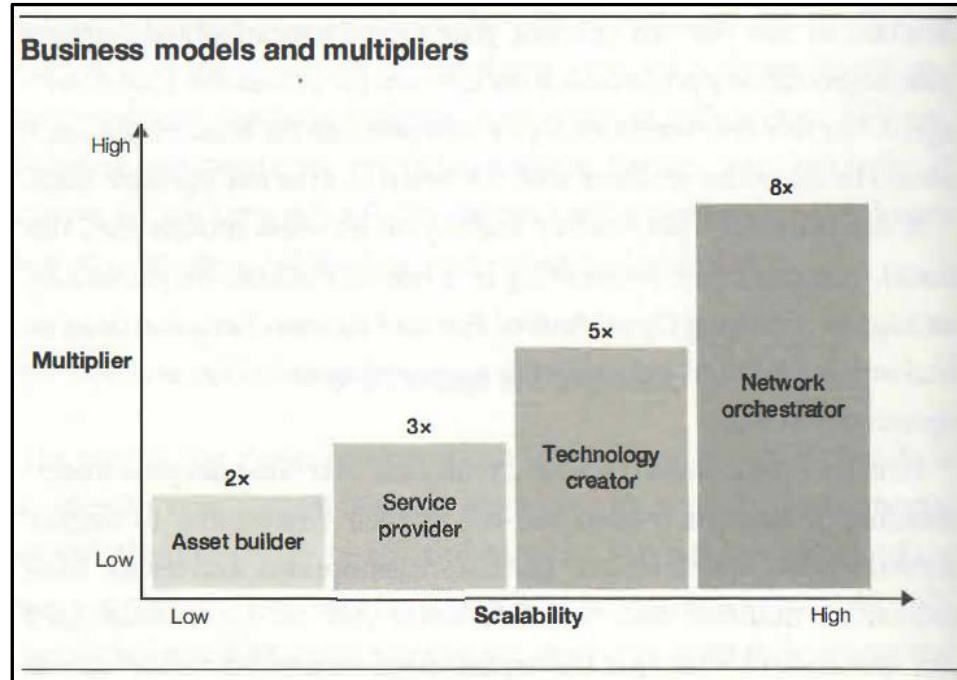
4. Reexamine your talent strategy and adopt open innovation

5. Undertake an idealized design process to guide M&A and other areas of opportunities

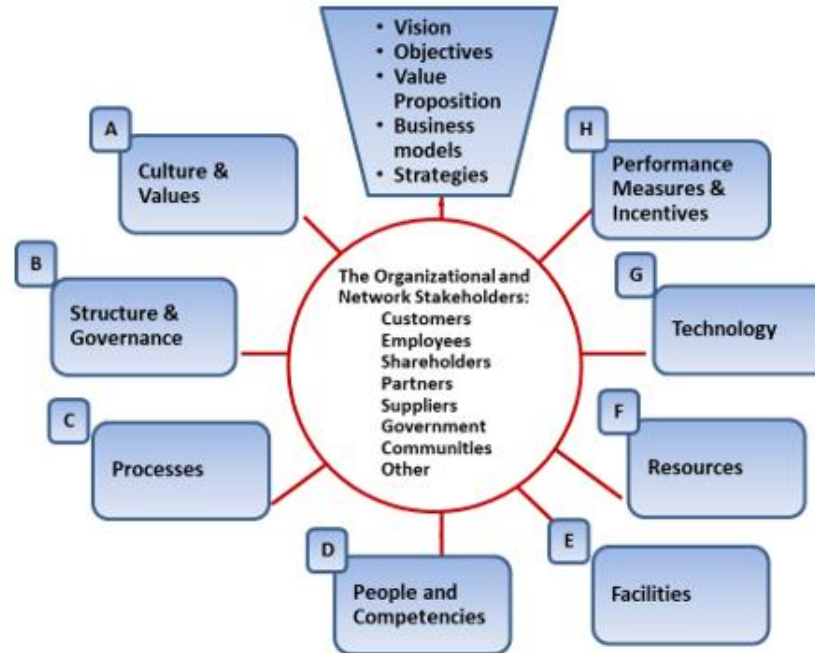
Q&A

6. Switch from a shareholder driven organization to a stakeholder focused one and engage your stakeholders

7. Speed up the switch to a network orchestrator model



8. Assure your organizational agility and resilience by enhancing its culture and organizational architecture



9. Reexamine your business model and operations for increased efficiency and challenge your revenue model to identify opportunities for profitable growth

10. Innovate and adapt the adoptive experimentation approach

Questions and Implications

Our Guidelines

1. Change your mental model
2. Speed up your digital transformation and the creation of digital infrastructure
3. Create new business opportunities to leverage the crisis
4. Reexamine your talent strategy and adopt open innovation
5. Undertake an idealized design process to guide M&A and other areas of opportunities
6. Switch from a shareholder driven organization to a stakeholder focused one and engage your stakeholders
7. Speed up the switch to a network orchestrator model
8. Assure your organizational agility and resilience by enhancing its culture and organizational architecture
9. Reexamine your business model and operations then challenge your revenue model to identify opportunities for increased efficiency and profitable growth
10. Innovate and adapt the adoptive experimentation approach

Questions?

In Closing

- 1. Select one area of opportunity and design an experiment to test it*
- 2. Be ready to report back to the group*
- 3. In addition, continue doing what you do but add one hour a week to focus on identifying and exploring opportunities*

*Keep safe, healthy and enjoy
designing your future*

Q&A

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