



KEY CONCEPTS

There are 3 different kinds of organizations:

1. Organizations that Fail

Organizations that fail are inflexible.

If things change faster than you change, you become irrelevant.

2. Organizations that Survive

Organizations that survive adapt.

3. Organizations that Thrive

Organizations that thrive innovate.

3 steps to making a 30 Day Pivot:

1. Evaluate

You need to have ruthlessly honest discussions about what's working and what's not.

2. Ideate

Ask the golden question: "What does this make possible?"

3. Implement

Select very specific metrics that you'll use to measure progress, and find/schedule a weekly meeting to review those metrics in.





DISCUSSION QUESTIONS

Ask everyone on your team to write down whether they think you are an organization that is 1) failing 2) surviving or 3) thriving. Have everyone turn them in, and tally up the votes.

- 1 If you're working through this with a team, ask 5 team members to share why they selected what they did. Do any themes emerge?
- 2 What could you do to become more of an organization that thrives?
- 3 If you look at your critical numbers since the pandemic hit, which of the 3 types of organizations do you look like?

