



# MAXIMUS

## REIMAGING PERFORMANCE AND THE BUSINESS OPPORTUNITY

A LIVESTREAM EVENT RELATED TO COVID-19



**Our most difficult challenges often bring  
the greatest growth and opportunity**



# COVID-19 MAXIMUS' PREDICTION FOR ORGANISATION'S CYCLES

**4 WEEKS**  
(mid-March to mid-April)



## PHASE ONE

**MANAGING THROUGH CRISIS**

**LEADING THROUGH COVID**

**≈ 12-18 WEEKS**  
(mid-April onwards)



## PHASE TWO

**ADAPTATION | THE NEW NORMAL**

**SHAPING THE NEW NORMAL**

**≈ 18+ WEEKS**  
(Aug-Sep onwards)

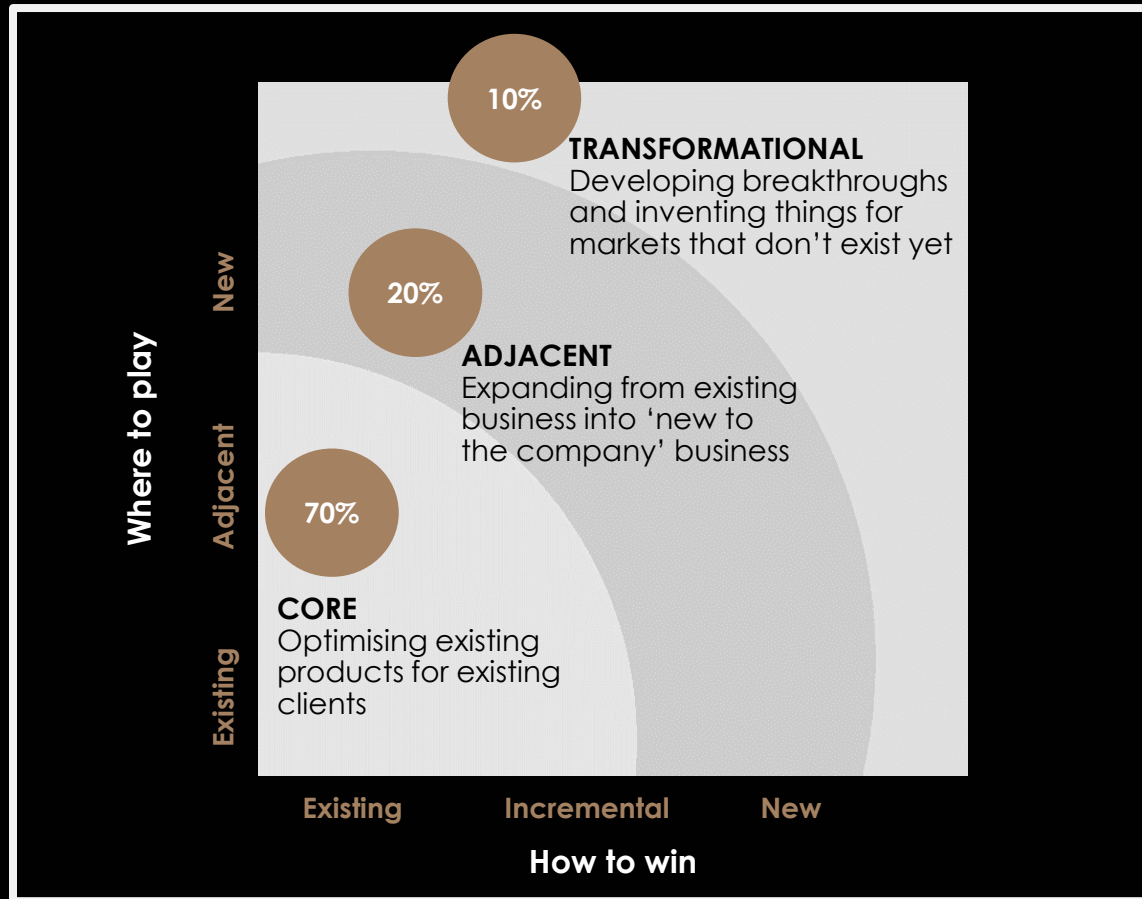


## PHASE THREE

**RE-ENTRY | A CHANGED RHYTHM**

**LEADING THE NEW NORMAL**

# OPPORTUNITY TO INNOVATE AT THE CORE





# BRIGHT SPOTS

---

## Adapting manufacturing capability to provide medical support

3D-printer owners rally to produce protective equipment as stocks dwindle

GM Pivots to Building Ventilators, and More Car News This Week

The automaker is among several industrial companies applying their mass-manufacturing know-how to making much-needed medical equipment.



Ambev turns Brazil beer brewery into sanitizer plant to help coronavirus fight

CAINIAO 'GREEN CHANNEL' SPEEDS MEDICAL SUPPLY DELIVERY DURING VIRUS OUTBREAK

## Pivoting business models to support society's adaptation to the new normal

Supporting our customers during COVID-19

Retail store closures, boosting call centre resources

Vodafone is closely monitoring the rapidly evolving situation and responding quickly to keep our customers as connected as possible, while helping to protect public health.

We have today closed eight of our retail stores in Sydney to redeploy employees to customer care lines, and one store as a precautionary measure.

Coronavirus restrictions see gig economy services Shebah, Uber, Airtasker adapt to change

## Bringing joy and support to the world

Taronga launches virtual zoo after coronavirus forces closure

Chris Hemsworth is giving people free access to his home-fitness app so they can stay fit while self-isolating

## Enabling new ways of collaboration

WhatsApp's bot to counter misinformation

Inside WhatsApp, Instagram and TikTok, a race to build COVID-19 tools

ABC expands education schedule to support students at home during COVID-19 crisis



# YOUR BRIGHT SPOTS

---



# PRINCIPLES OF PROOF

Reimaging Performance and the Business Opportunity

---

- ④ **GROUNDING IN PURPOSE**  
An established purpose allows organisations to flex faster
- ④ **CONSTANT CONTEXT AND CLARITY**  
Provided up and down in the organisation
- ④ **IDEATION AND EXPERIMENTATION**  
Space is created to test and learn at pace
- ④ **BALANCING OUTSIDE AND INSIDE THINKING**  
Bring in outside perspectives whilst balancing focus required internally
- ④ **LIFT OF CAPABILITY**  
Leverage strengths across the organisation tapping into both known and unknown strengths



---

# BREAK OUT DISCUSSION

Where are the opportunities to reimagine in your organisation?





# DEBRIEF



**ONE OF THE BIGGEST ISSUES WITH REIMAGINING IN  
THIS CONTEXT IS WE GET STUCK IN OUR OWN WAY**



---

# GROUP DISCUSSION

What will hold you back or get in your way?





“

Keep your face always  
toward the sunshine - and  
shadows will fall behind you.

— Walt Whitman



---

# THANK YOU