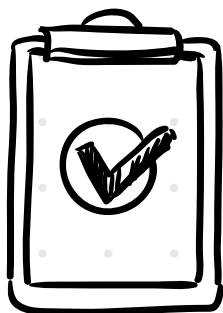


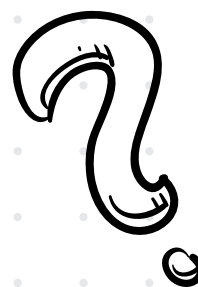
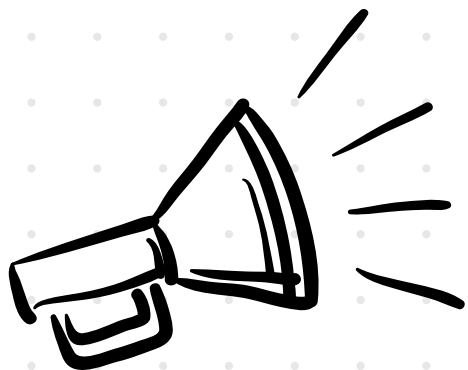
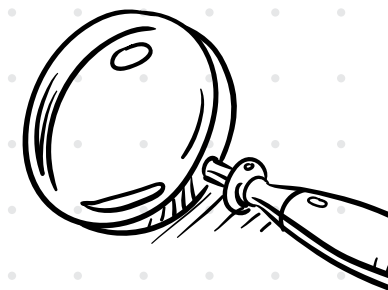



REBUILD TOGETHER

REINVENTION IN RECOVERY



CLASS NOTES





DEBORAH CORN

INTERGALACTIC AMBASSADOR
TO THE PRINTERVERSE
Print Media Centr

Deborah Corn is the Intergalactic Ambassador to the Printerverse, providing printspiration and resources to print and marketing professionals through her website, PrintMediaCentr.com. She has 25+ years of experience working in advertising as a Print Producer and now works behind the scenes with printers, suppliers and industry organizations helping them create meaningful relationships with customers and members, and achieve success with their social media, content marketing, event marketing and sales endeavors.



FOOD FOR THOUGHT

Time to Reinvent your Recovery. Take this time to sit with your teams, internal as well as suppliers and trusted clients. Brainstorm your business reinvention. Map answers to these questions and build your future business plan and roadmap to recovery. Follows are the questions to consider across your reinvention workshop. Add to these, explore further areas, include the right minded people to challenge your thinking. You want creative thinkers in the room to challenge your mindset - reinvention is a re-evaluation of all elements of your businesses.

What have we learned during Corona lockdown that can be applied to future human and purchasing behavior?

1. What were the challenges you faced during this period?
2. How can you retool your disaster plan to be pandemic proof?
3. What products and services do you need to bring in or remove?
4. How can you market your new business/customer processes?

How can you reinvent your business to face the immediate needs of your customers and community in recovery from COVID-19?

1. How can you have the most impact and provide the most help to your customers?
2. How are you evaluating your current staff for your new model? Do you need to upskill? Move from a commodity selling method - order-taking to a solution selling method. Work with your teams to develop their skills to sell your business in the best way for your business.?
3. What positions can be added to create stronger customer relationships?
4. What offerings can be quickly applied or created to help businesses re-open?



FOOD FOR THOUGHT

Which customers or businesses could use your support? Look local and then build from there. Reach out to existing clients and look to providing assistance.

1. Who needs immediate help?
2. How can you tier your packages for “good, better, best” options?
3. What partners can help add-value to your packages? If you don’t have a design team internally, look to partner with other studios or freelancers. If you don’t have digital solutions that partner with print work with digital agencies that can offer contra solutions. Partner and build your supply chain network.
4. How can you involve The Real Media Collective for ideas, modelling, client solutions, look to Government announcements, local, state and federal. You can’t do this on your own so what resources are available to you to use and develop solutions with?

How can you keep your business and community growing after reopening?

1. How can you remain/become an essential part of customer business results?
2. How can you measure results and provide customers data for decisions?
3. How can you continuously improve your processes and business results?
4. Who is your future customer? What businesses will thrive post-COVID-19? What print solutions will these businesses need? Develop solutions for these businesses so you are on the front-foot and ready to work in partnership.

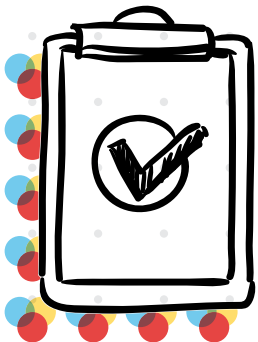
BUSINESS MODEL REINVENTION



COMMUNICATION BOTH EXTERNALLY AND INTERNALLY IS CRUCIAL MORE THAN EVER.

- Business reinvention is a review and clear focus on all aspects of your business. From equipment, to sales teams, to your reception foyer. Use this post-crisis window to challenge everything about your business to ensure it is right-proofed for success in a new era.
- Communication is king - do not forget how to communicate well. Determine your new go to market, your reinvented business plan and spend time one developing your communications - internally to your teams and externally to your customers, clients and community. Once you know who you are, communicate it clearly.

PACKAGE / PROMOTION PLANNING



- In a solutions solving business offering a one-stop-shop model is critical. Develop and expand your supply chains and partners. Offer a holistic solution to your customers - solve all their problems and become a 'lifesaver' that can never be replaced.
- Look to your operational efficiencies. What solutions are available to your businesses to optimise efficiency? Workflow reviews, investment in software is one thing, but also physical layout of your premises, review all that you can to improve every facet of your organisation.

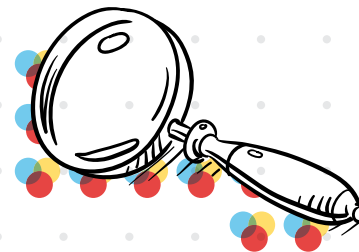
AGILE BUSINESSES



TIP: SUBSCRIBE TO THE RMC AND GOVERNMENT NEWSLETTERS TO STAY UP TO DATE.

- When reinventing your business, build a team to workshop your new focus. This team should include selected internal team members, suppliers and trusted clients. Don't choose your senior managers or titles. Choose individuals on their skills to challenge, think outside the box and who offer a different opinion to your previous advisors. Challenging your business as it is today and developing a future is key to a successful reinvention workshop.
- Agility is a key factor of any businesses in a post-crisis period. Keep staff, models to market and more flexible. Being nimble as new customers enter the marketplace, old customers quieten or regroup, new ways of doing business evolve and more is critical to your future success.

MARKETING PLANNING



BE PROACTIVE WITH YOUR MARKETING PLAN!

- Supply and Demand by customers is still out there, albeit in different ways e.g. delivery is on the rise, DIY home projects, at-home fitness equipment, crafts and more. Define, investigate and research your future customer. They won't be the same as they are today. Who are and who will be the winners post-COVID-19? Note: The winners during may not be the same winners post.
- Identify marketing and advertising trends that look to consumer behavior and insights to help in your marketing plan.

‘We help ourselves by helping each other’ - Here, for you.

We are a proud platinum supporter of The Real Media Collective Re-Build Together 2020 Webinars.

To discover how we can support you during this difficult time call us on **13 14 12** or go to **[fujixerox.com.au](https://www.fujixerox.com.au)**

THANK YOU



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