

# SURVIVE THEN THRIVE

*This information on crisis response is specific to the COVID-19 Crisis*

## Assess

### *Leadership*

Calmly assess government advice and news updates. Bring leadership team together, pull continuing plans, determine a response action and begin intense communications.

## Simulate

### *Finance, insights*

Analyze impacts to date and begin simulation of various future scenarios. Implement monitoring to carefully track performance against scenario, with actions at hand.

## Rise

### *Leadership, finance, marketing, insights, HR*

Once the situation eases, begin scaling carefully, monitoring to determine how markets react. Growth may be slower and more volatile than prior to the situation, with new trends and patterns emerging and old business assumptions may not be true. Carefully monitor the performance of strategies and tactics.

*Make sure you have sufficient runway following the conclusion of the crisis to invest heavily in growth generation strategies during a volatile environment*

## Respond

### *Board, management, IT, HR, legal, operations, visitor services*

Enact continuity plans, including closures and limitations, travel restrictions and work from home. Consider impacts and communicate accordingly to staff and public alike.

## Manage

### *Leadership, marketing, insights, visitor experience*

Govern ongoing actions across various functions as the situation develops, monitoring closely. Turn to alternative mechanisms for visitor experience where possible.

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