

MIRAMAR GLOBAL

MXO



May 2020
MXO event

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We hosted two MXO sessions in May to tackle the theme: Defining your post COVID19 strategy. The goal was to encourage a discussion about how leaders are assessing the recovery and what that means for strategy development and communications.

Thank you to everybody who took part in both on Wednesday 6th and Thursday 7th May, with particular thanks to Andy Salmon for his opening contributions on Wednesday and Derek Gaunt for his opening contributions to Thursdays session.

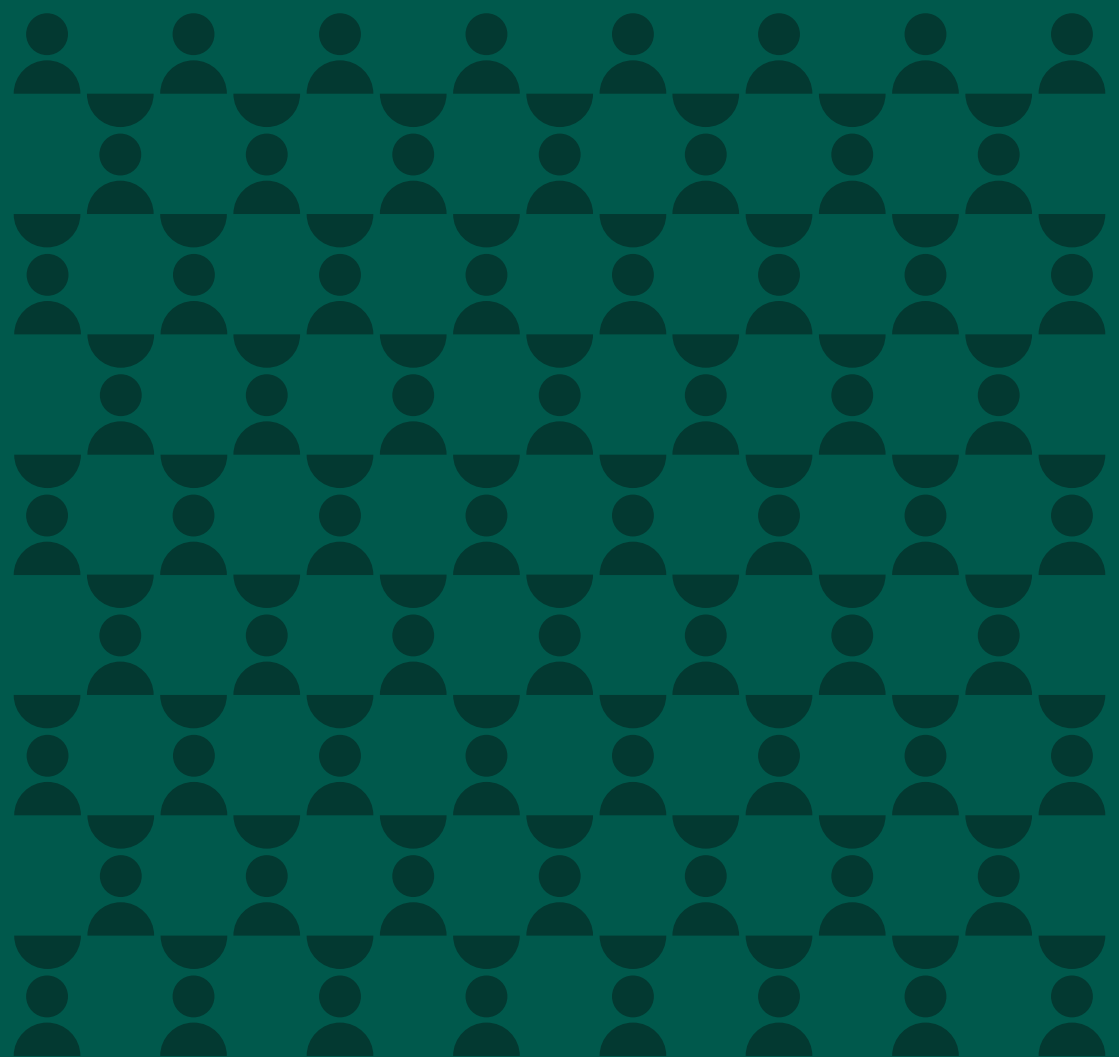
It was fascinating to hear the approaches to strategy and perspectives on the recovery of business conditions from leaders across science, industrial, auto, consumer and tech and representation across the Americas, EMEA and APAC. Thank you for your contributions. We have captured some of the key themes below:

- No return to normal, we are shaping our new lives and operating environments now
- Cultural transformation is well underway across businesses - entirely new approaches to remote working are being baked in to culture now
- Clear guiding principles have helped to shape the narrative of many corporate responses to the challenge posed by COVID19
- The value of using training to increase ideas generation, ability and energy
- Are we about to witness the emergence of post COVID19 “trusted trading hubs” for countries who share a fact based, demonstrable and compatible policy approach – what does this mean for global travel and business? Will we start to see the mobility of operations or workforce into these zones in the short to medium?

- Communications: Uncertainty drives people's fear, and therefore their ability to positively absorb messages, or react positively to change. Deal with their fear first, before you start your business communications. 1) Empathy encourages reciprocity to create a success mindset 2) The word BUT kills everything that was said before
- The power of the OODA loop – Observe, Orient, Decide, Act (Andy Salmon CMG OBE)
- The importance of taking a strategic pause and managing your energy

What next for MXO?

Details of June's session will be released shortly. MXO is a private global peer group community. Our goal is to create a community to enable you to share, learn and to grow.



Contact Us

E info@miramar.global

UK +44(0)203 8622 080