



## NAVIGATING GREAT UNCERTAINTY

### Strategic Planning in the Era of Pandemic, Recession and Social Change

Summer/Fall 2020

Our communities face an extraordinary set of challenges in addressing the ongoing coronavirus pandemic, the resulting recession and widescale economic dislocation, and our turbulent yet hopeful national reckoning with systemic racism and white supremacy.

The unprecedented degree of uncertainty in the national economy and society poses great risks and opportunities for social impact organizations.

Strategic planning in this environment will require a more fluid approach informed by thoughtful and inclusive planning. Leaders and teams will need to broaden their usual planning frameworks in order to:

- **Critically and honestly examine the organization's role in contributing to and countering racism** and all forms of oppression in their work, at every level of the hierarchy
- **Align the workstyles of a multi-generational and diverse team** with the organization's strategy and core values
- **Assess changes in the markets** in which they operate and their exposure to risk
- **Evaluate the current state and longer-term sustainability of their business models** and mix of revenue streams
- **Understand the viability of new approaches** to fulfilling their missions, including virtual and contactless engagement with all participants and supporters
- **Explore multiple continuity scenarios**, projecting the impact of high-, medium-, and low-probability changes to key variables like funding availability, community needs, and operating limitations
- **Consider the emerging needs and preferences of the workforce**, considering public health guidance, technology, productivity, and culture

**We stand ready to help you succeed.** To learn more about Open Door Advisors' approach and capabilities, please contact us at [hello@opendooradvisorsinc.com](mailto:hello@opendooradvisorsinc.com).