



# BusDev Solutions

Business Development for a Resilient Future

## BUSDEV SOLUTIONS BLUEPRINT FOR EMBRACING CHANGE

### Managing Change through Transition and Crisis

Organizations are grappling with the limitations of traditional strategies when confronting change / uncertainty / transition and with how these challenging periods impact their employees / brand / operations / clients / customers. BusDev Solutions guides leaders / executives / teams of such organizations so that they can exercise **courageous, informed leadership** exemplified by open listening / decisive action / clear communication.

We urge clients to develop a **swift decisive course of action** based on data analytics and their priorities. Such a plan signals leadership / accountability / transparency, which is responsive (not reactive), anticipatory (not defensive), directed / effective / targeted (not ambiguous / conflicted). Failure to address precipitating events that are known, expected (like in the form of administration changes / moving through the life cycle of an organization), or unexpected (as in a pandemic or resulting from climate change events) engenders crisis and chaos. The longer the wait, the more tentative the action, or contradictory in messaging, the greater the damage to an organization's productivity / its brand / the morale of its employees / loyalty of its customers.

Our **process** starts with careful examination of **careful listening / guided questioning** to understand the factors that give rise to the situation; **gathering / analyzing the facts / data** that evidence the gravity of the situation and how it is affecting our client's operations (financial / perceptual / reputational); **understanding the internal dynamics** within the organization and how its internal governance / operating practices may have allowed such event to occur or escalate; and lastly, **interpreting how the external environment / industry** within which the organization operates will respond to our client's action / inaction. BusDev Solutions further uses this process as an opportunity to **re-examine the foundational principles**—company values / culture / bottom-line objectives—exploring whether a re-alignment is necessary or an evolution in thinking is needed in this rapidly changing local / regional / global economy. Within this **stretch realm**, differentiating growth and paradigmatic change is possible.

Clients operating in politicized, governmental environments, where transition tends to be cyclical and expected, benefit from a **360-degree scan** of the organization. This aerial scan reviews the company's workforce profile, projects / initiatives, strategic plans, workflow / current commitments as well as its executive team / board. With this **capacity / capability baseline**, we work with clients to formulate a course of action to **address the challenges** facing the transition / change of administration as well as **prescribe stretch strategies / develop new capabilities / expand into new growth / opportunity areas**.