



BusDev Solutions

Business Development for a Resilient Future

BUSDEV SOLUTIONS BLUEPRINT FOR SEEDING RESILIENCE

Resilience: The New Imperative in a Changing World

What constitutes a thriving community / society; what constitutes essential goods / services; what constitutes affordability / access / effective delivery? Leaders / executives / policymakers alike are being challenged to address these questions along the varied portals such as affordable housing, affordable education on all levels, affordable health care and public transportation. Millions already have faced the consequences of large-scale events—the 2007-2008 Financial Crisis, successive Hurricanes Katrina, Sandy and Harvey, and currently the COVID-19 Pandemic. Such large-scale events will continue, only to increase with climate change extreme weather events affecting people's lives, their families and homes, businesses and communities. Norms / expectations as well continue to shift / change over persistent racial disparity experienced in all these portals, gender disparity and a host of social challenges that remain unaddressed.

BusDev Solutions explores with leaders / executives these issues within the context of industry / services portal in which their organizations operate as they contend with an ongoing Pandemic, climate change and cultural / social shifts. We work with organizations to “**get ahead of these curves,**” **identify growth opportunities** and **drive organizational strategy, planning and execution** keyed for the 21st century / now normal economy. Central to this framework is our objective of **building resiliency on all levels.**

The “**whole is greater than the sum of its parts**” and “**all parts are essential**” underlie the BusDev Solutions resiliency framework so that essential goods and services are affordable / accessible / effectively delivered; so that communities / businesses / organizations have aligned leadership / operational practices oriented around resiliency (of people, of buildings, of property); so that organizations adopt / follow practices / processes that are informed / inclusive / well communicated / transparent. Along these vectors our public and private sectors with their organizations and businesses evolve into resilient, flexible, responsive and adaptable.

Under the **BusDev Solutions resiliency framework**, we work with client to develop resiliency through exploration / information / systems / processes development along four stages: (1) education / exploration on the history that produces the need for resilience; (2) awareness / acknowledgement of where you (personally / professionally) and the organization are including how prepared / unprepared the system on resilience; (3) mourn the loss / see beyond; (4) develop mindsets / strategies / systems / processes around resilience.