

Sprint

Focus is on adjusting swiftly to meet near-term needs. The environment is volatile and unpredictable.

Marathon

Focus is on the longer-term strategic direction of the organization. The environment is more stable.

VALIDATE EMOTIONS

Address the emotional impact on people

Recognize that emotions will transition but do not go away

URGENCY

React with intention and speed while maintaining a sustainable cadence

Rebuild stamina and endurance through mindful recovery and pacing

INNOVATE

Encourage and reward risks to innovate and drive change to meet immediate needs

Maintain innovation through recognition and reward – promote and encourage experimentation

PIVOT

Shift focus to a different approach, strategy, product or service to achieve short-term needs

Identify pivot points on a more regular basis to meet long-term needs

MOBILIZE TALENT

Identify critical areas to deploy the right talent

Sustain performance by raising the bar for talent in high value areas