



LEADERS IN LOCKDOWN

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JULY 2020



## The new era of purpose

“ Purpose is no longer a line or two to emblazon on a website and forget about.

”

Marian Salzman | Senior VP  
Philip Morris International

Purpose will play a far greater role post Covid-19 for employees, customers and investors.

Building a green recovery will increase focus on environmental impact, sustainability and the green circular economy.

How fit is your purpose?

What is the next stage of sustainability for your business?



## The new world of work

Many leaders are now realising that remote working isn't working. New approaches need to be developed; new skills for leaders; new structures considered for the hybrid models of the future to be effective. Many saying 3 days at home/2 days in the office is the preference.

How are you developing your leaders and teams to be effective in the new world of work?

The rapid flip to virtual working has also highlighted that many businesses have been kidding themselves about how digital they are.

Now leaders are predicting an era of "supersonic digital" where a step change in applications of technologies changes the way we work.

“ We must get a new sensible settlement about how we all work together which is more family friendly, more planet friendly, more practical. It will mean we use offices and collective workspaces better and give people more freedom to plan their lives. ”

Mark Thompson | CEO  
New York Times.

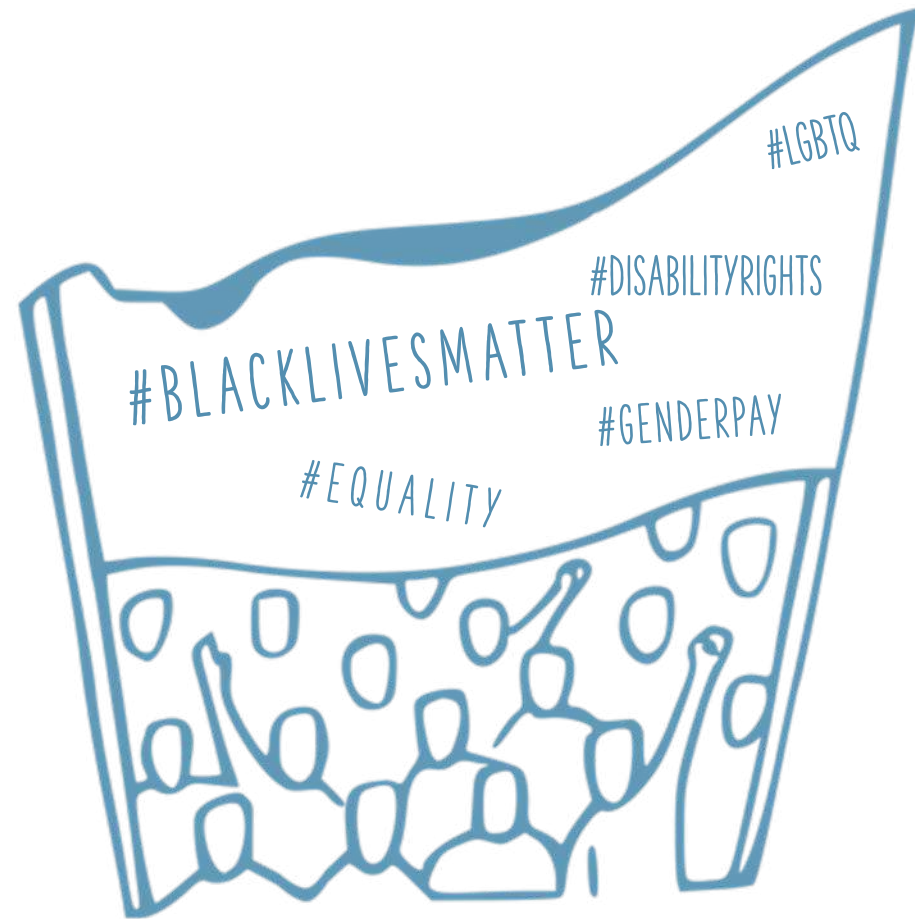
How could a new wave of technology radically improve productivity in your business?



## Tackling inequality

Covid-19 has exposed inequality in many ways. As we emerge these issues of inequalities are likely to get worse. Remote working presents many issues of inequality. The killing of George Floyd has brought racial inequality to the forefront.

What actions are you taking to tackle inequality inside your business and across wider society ?



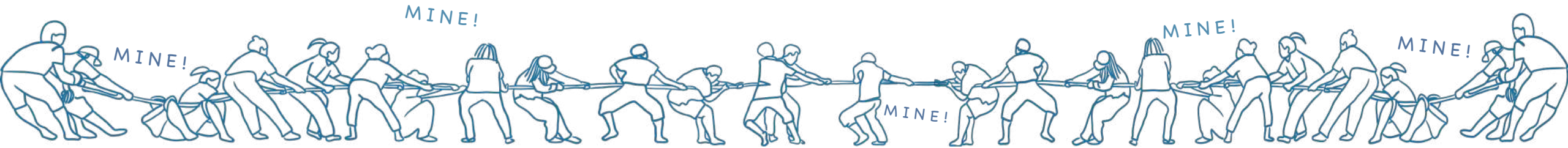
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“We need to make sure we take away all the lessons we have learned and create a better and more equal world of work.”

”

Vivienne Artz | Chief Privacy Officer  
Refinitiv.

## Global co-operation



“ This has exposed the selfishness of countries and people far more than it has shown our ability to be compassionate internationalists. ”

Ho Kwon Ping | Founder and CEO  
Banyan Tree Resorts

Covid-19 saw nations turn against each other rather than work together to beat the virus. Some major corporations did partner for the greater good – Apple and Google on tracing and big pharma worked together to find a vaccine.

What is your partnership strategy for the post Covid-19 world? Who could you work with?

## Resilience

Covid-19 turned a focus on resilience in many ways – financial, operational and personal.



“ My biggest message for business leaders is that another crisis is coming our way. We’re just not sure which one. Are you prepared ? ”

Osvald Bjelland | CEO  
Xynteo



How are you going to make your business and your leadership more resilient as a result of what you have been through over Covid-19

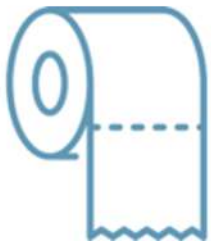
## Re-setting the supply chain

The pandemic exposed weaknesses in supply chains which had developed over decades of corporate decision making based on efficiency and the lowest cost. Covid-19 will bring about a massive re-set of global supply chains.

“ We need to move away from just in time supply chains. We need to move to just in case and we can do that and save money. ”

Christian Lanng | CEO  
Tradeshift

How are you responding?



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OUT OF STOCK  
WORLDWIDE

# Maximising potential

“ Leaders who strengthen their inner game deliver high performance and get the business to grow. ”

Leena Nair | Global HR Officer  
Unilever



Covid-19 has challenged the fundamentals of what makes an effective leader. Some say it is the end of the 'Superman' leader and the time now for compassionate, empathetic and listening leaders.

How empathetic is your company leadership?



The scale of the issues and the complexity of the challenges of Covid-19 highlighted the difference in performance between businesses with a coaching culture and those without.

How would you rate the coaching culture within your business?



The issues of mental and physical welfare of employees were heightened in the crisis. In the future having a culture and systems in place to help employees in these areas will be key to maximising performance.

How are you taking forward these issues post Covid-19?



# Talk to us!

As leaders we have many important questions to consider. Ultimately though we will each be judged by the success of the actions we take forward in this new world of work.

At Black Isle we can support you and your leadership team to drive forward the transformative actions and resilient behaviours needed to achieve BIG business results. Talk to BIG team today to explore how we can take action together.

Call Atholl on 07766 725 229  
OR email [atholl@blackislegroup.com](mailto:atholl@blackislegroup.com)

Which technology can radically improve productivity?

How do we develop our leaders and teams to be effective in the new world of work?

How would we rate the coaching culture within our business today?

How fit is my company purpose?

How well are we responding?

How will we make our business and leadership more resilient as a result of what we have been through over Covid-19

What actions are we taking to tackle inequality inside the business and across wider society?

How empathetic are we as leaders?

