

What benefit will your organization gain from this COVID opportunity?

WHAT?

Benefit? Opportunity? Have you guys lost your mind?

We believe that when this is over and things get “back to normal,” there will be two distinct groups of businesses:

- 1) Those that are proud of what was done and not done during this time
- 2) Those that have regrets about what was done or not done during this time.

We at DRIVE have decided to use this time to work on our foundation; ensuring that we are better when this is over. Of course, there is a cost to this. However, there is a cost to not doing this as well. Many years ago, during an economic recession, one of DRIVE’s consultants, Aaron Styles, wrote a newsletter relating manufacturing’s response to spring training in baseball. It is germane and a significant reflection for the present.

[For a free download of the spring training newsletter, click here](#)

It is our sincere hope that all of you within the DRIVE community leverage this opportunity and benefit from the time that has been created.

LESSONS

There are many things that we are learning in this time. First, collaboration software (such as Skype, MS Teams, Zoom, Webex, etc.), while never able to replace the value of face-to-face gemba activities, is a great tool for activity pre-work, post-work, CRA (check / reflect / adjust) and Voice of Customer activities. It is a solid tool to bring teams together focused on foundational improvement. We are working with clients daily using these tools to refine strategy and even create Strategic Improvement Plans (Hoshin Kanri) in two-hour, daily meetings until completed. There is daily homework and review. The outcome has been quite solid with zero travel for a global team that normally would be flying from Asia and Europe to conduct this initiative at the US headquarters. This approach has allowed the team to involve far more participants than normal (not everyone on the team typically travels to these events). So, we are able to transition from a few representatives to full team representation.



Second, we're learning that we can support clients without travel or with less travel. This is a major paradigm shift for us and can save significant money in the future as we all "get good at this." We typically package our solutions into providing as much support as possible within a one-week travel timeframe. We're seeing that reflection, participation, and outcomes are all improving with this altered approach.

Third, we're using this time to "practice what we preach;" improving our offerings and our approaches so that our services have greater value in the future. What an excellent time for cross-training and personal development! Are you learning more right now or less right now? While some leaders may be focused on catching up on their list of television programs to binge watch, we are focused on catching up on our reading list and development plans.

Our focus is to each improve spiritually, emotionally, mentally and physically during this opportune time. We encourage everyone to do the same. If you would like some help in focusing on being good long-term versus looking good short-term during this crisis, please contact Paul Eakle at 865-323-3491 or at paul.eakle@driveinc.com

