

## 2021 IS ABOUT BIG IDEAS, BIG PROJECTS, AND BIG PLANS

Here are 21 points on what businesses can expect, what organizations need to embrace, and what business leaders need to do moving forward.



## 2021 IS A YEAR FOR ACTION, ACTIVITY, AND MOVEMENT

### BUSINESSES CAN EXPECT:

1. Continued acceleration of change
2. Locally sourcing resources
3. Serving a global customer base
4. Social issues impacting business issues
5. Increased online delivery options
6. Services are a big part of the next wave of globalization
7. Return to focus on revenues and profits

### ORGANIZATIONS NEED TO EMBRACE:

8. Remote work is here to stay
9. Technology is moving faster than ever, so use it to your advantage
10. Customer service needs to be individualized, more focused on the customer, and better overall
11. Diversity of thought
12. Team-based decisions to provide more perspectives for better outcomes
13. Hiring talent for potential, instead of an educational background
14. Marketing that tells a story and engages the buyer

### BUSINESS LEADERS NEED TO:

15. Think about resource allocation as though they are the owners of the company
16. Show compassion to employees while holding them accountable
17. Turn uncertainty into action by breaking up large tasks into manageable chunks for their direct reports
18. Streamline internal processes
19. Adapt rapidly to the changing needs of their customer demographics
20. Simplify the buying process for customers and clients
21. Focus on developing future products and services that enhance the lives of customers and clients

**AFTER YEARS OF ROBUST ECONOMIC GROWTH, 2020 SHONE A SPOTLIGHT ON MANY BUSINESSES. THAT SPOTLIGHT MADE THE CRACKS IN FOUNDATIONS PAINFULLY VISIBLE.**

### STATUS QUO IS NO LONGER GOOD ENOUGH

**Businesses and organizations that will survive are those that adapt, overcome, and improvise**

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