

MANAGEMENT STRATEGIES: OUR EVOLUTION THROUGH THE LOCKDOWN

Shocked. Anxious. That's how we felt when the global pandemic and the lockdown were announced. We needed to make sense of what was going on and take urgent actions to take care of our people, our clients and our company. In that order.

Management Strategies is a consulting company in Asia, focused on leadership development, team engagement and culture transformation. For 28 years, what fueled our success is our purpose of "Transforming people and organizations, so that together, we transform society". However, with the global pandemic, society was transforming in front of our very eyes. Our business, largely thriving on face to face interactions, was deemed irrelevant overnight. We needed to adapt.

WEEK 1: STAKEHOLDER DIALOGUES THROUGH VIRTUAL ACTION LEARNING

First thing was to connect with our stakeholders, get a sense of how everyone was doing, and co-create our ways forward. We ran 5 virtual Action Learning sessions – 2 for consultants, 2 for clients and one for the Partners and management team. The distress was palpable, yet the process allowed us to shift into productive insightful and idea generation.

ACTION LEARNING IN THE AGE OF CORONA
VIRTUAL ACTION LEARNING SESSION: CLIENT FOCUS

Where are we now?

- Virtual meetings & communications are just to keep the conversations with clients going
- Hgt Strat cannot determine the needs of their clients post-quarantine period.
- People in organizations are struggling to deal with their new realities.
- Leaders are stressed
- Employees are worried about their future
- Lack of trust & openness for with clients
- Timing of information and action when the information is needed
- Hgt Strat does not know how to remain relevant to their clients at this time.

What's stopping us?

- We don't want to be too pushy with our clients.
- Clients are currently focused with their company's internal issues.
- We don't know what we don't know!
- There's not much we can do during quarantine period.

OPPORTUNITIES!

- Find out our clients' **TOP BUSINESS PRIORITY** at this moment.
 - Identify all opportunities & risks
 - Identify what is most true to what their business is up against with the current life & requirements.
 - Identify who will be most & least affected by the situation.
- Keep the conversations going and **UNDERSTAND YOUR CLIENTS' PAIN POINTS**.
 - How should we make the conversations more relevant, or at least, less so, so that they don't get boring? How can we do this without losing the genuine part of our work?
- People are having a **HARD TIME ADJUSTING** with working from home!
- Find out how we can lead for the new **VIRTUAL REALITY!**
- Design **NEW TOOLS** for the client's company leaders & managers!

ACTION ITEMS

- Creating microcontent and sharing our research with clients
- Find out how our clients are handling the situation
- Remain constant contact with clients so we can stay aware of their pain points and find ways to solve them
- Design for new virtual platforms
- Look for other virtual options that we can conduct and offer to clients

HOW DO WE STAY RELEVANT TO OUR CLIENTS?

PUSHPIN

WEEK 2: BIRTH OF THE EVOLUTION TEAM

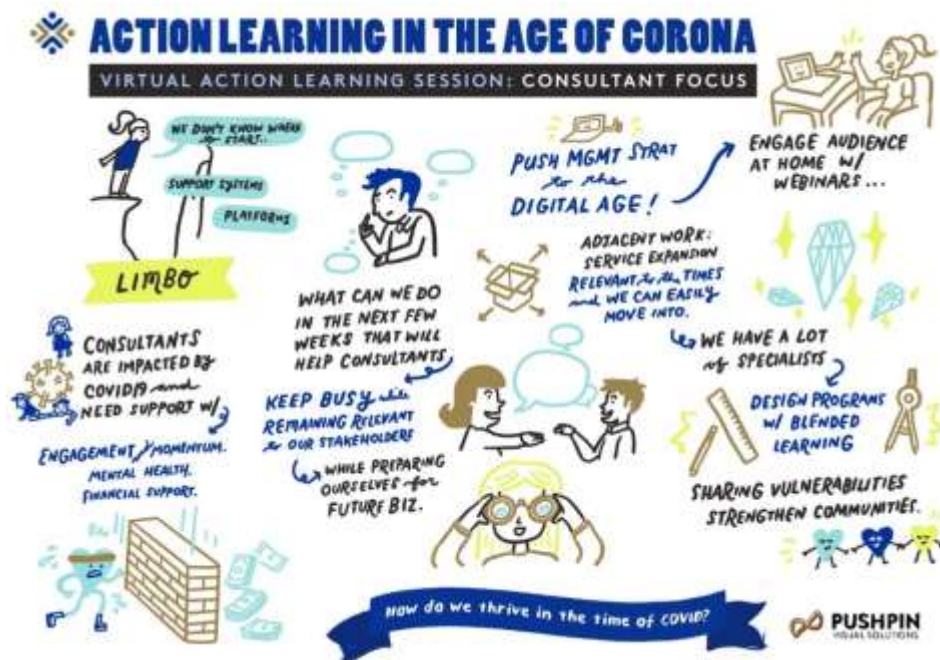
The output became the basis for pivoting our business model to address short-term (lockdown) and long-term (next normal) scenarios. A dedicated project team was created to bring strategies to reality: The Evolution Team. Plans were put in motion.

WEEK 4: MGTSTRAT U AND VIRTUAL LEARNING SESSION

We launched MGTSTRAT-U, a new brand offering virtual learning sessions to help people cope and thrive with the disrupted business environment i.e. Work From Home Series, Almost Anxiety Series, Business Agility Series. Complimentary pilot sessions were offered at the onset. These are now being delivered in-house for many clients. Some courses will be converted into a mobile learning platform, as we expand into blended approaches.

WEEK 6: THE CONSULTANTS MARKET PLACE

For our mostly-freelance Consultants, the Action Learning sessions revealed that their biggest concern was loss of growth and financial momentum. Thus we launched the MgtStrat Marketplace, an online portal where consultants can APPLY for work opportunities, PITCH new ideas, SIGN UP for upskilling courses and VOLUNTEER for community activities like Game Nights and PPT parties.



WEEK 7 ONWARDS: BUSINESS UNUSUAL IN THE NEW NORMAL

Proving ourselves even more relevant and responsive to Clients, contracts are streaming in at a steady pace. Consultants are even more engaged - working, learning and growing together. As Management Strategies continue to become more future ready, global expansion has become a real possibility.

Action Learning helped us process difficult emotions, build community, fuel dreams and take action. Thanks to Action Learning, we started our journey with HOPE.

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