



the.ismaili
CANADA



SHAKEEL BHARMAL
CEO & Founder
OCEANBLUE STRATEGIC
LEADERSHIP

NAVIGATING DISRUPTION SERIES

pivoting your business



ALI SHIVJI
Honorary Secretary
ECONOMIC PLANNING
BOARD FOR
CANADA

MODERATOR

THURSDAY, JULY 2

5:00 pm PT

6:00 pm MT

8:00 pm ET

REGISTER TODAY
iicanada.org/events

- **Mindset to Pivot**
- **Business Resilience**
- **Dimensions of Pivoting**
- **Becoming a Customer Futurist**



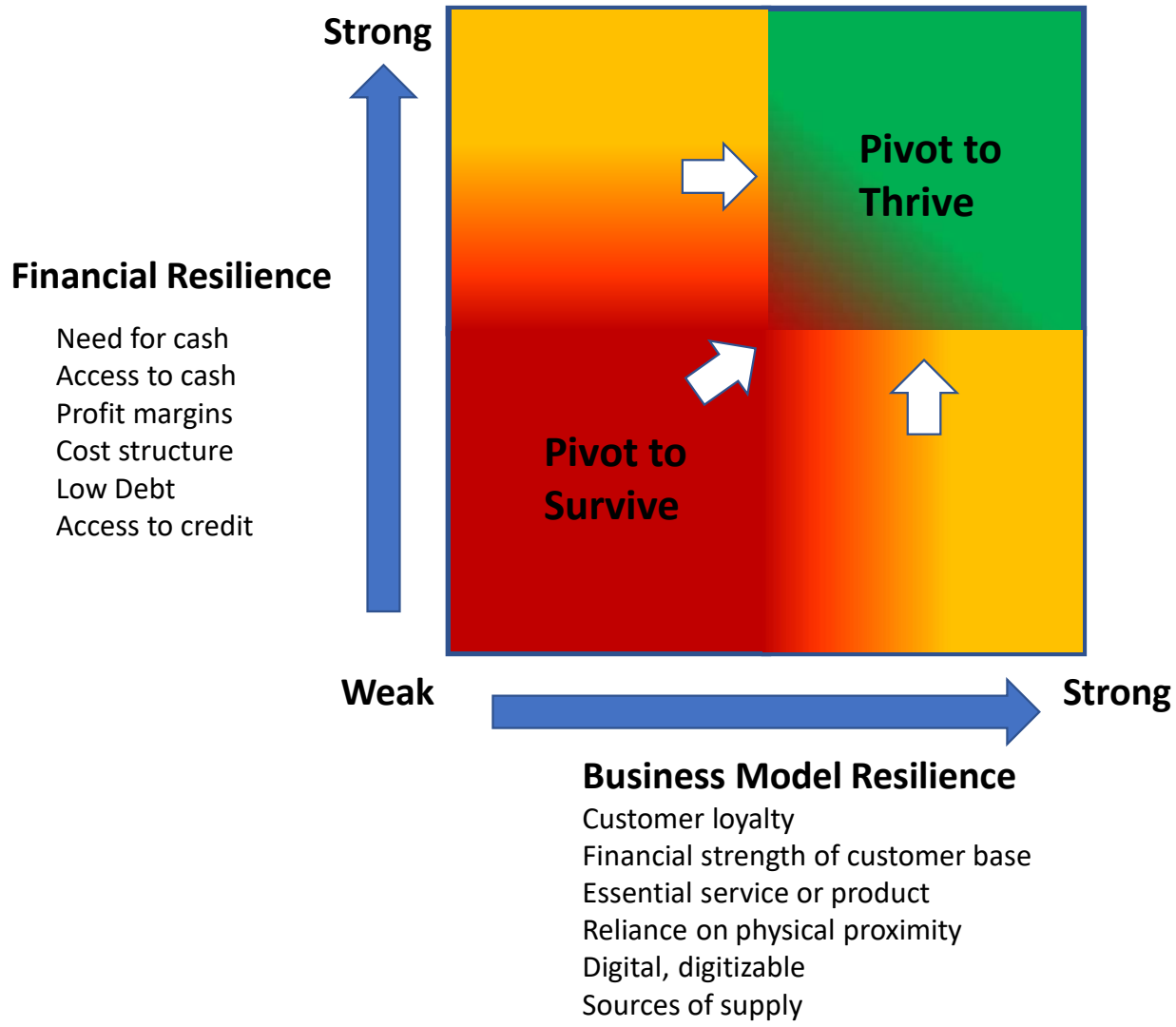
Mindset to Pivot

Growth
Resilience
Intensity
Tenacity

Dr. Paul Stoltz

7/7/2020

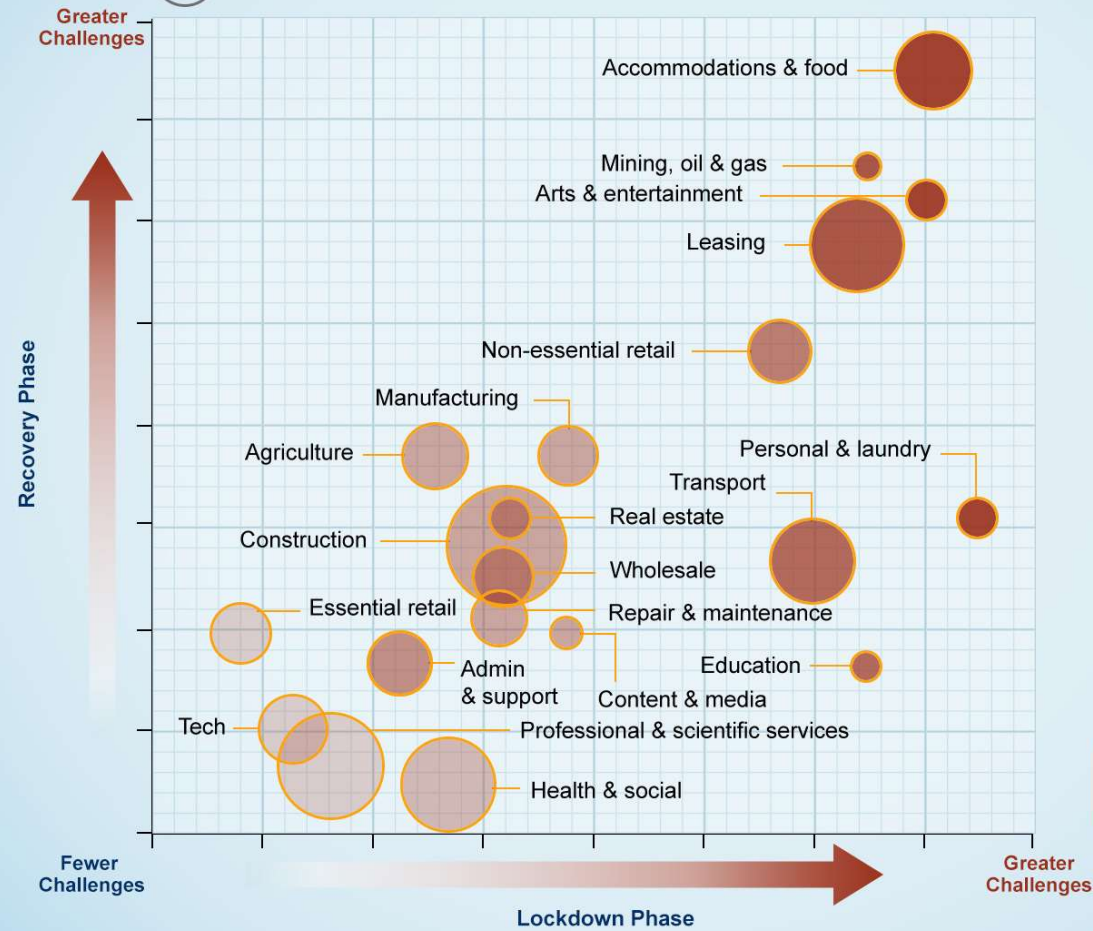
How Resilient is Your Business?



COVID-19 Canadian Small Business Scorecard

Incorporated businesses \$30K-\$5M annual revenue

○ =50,000 firms

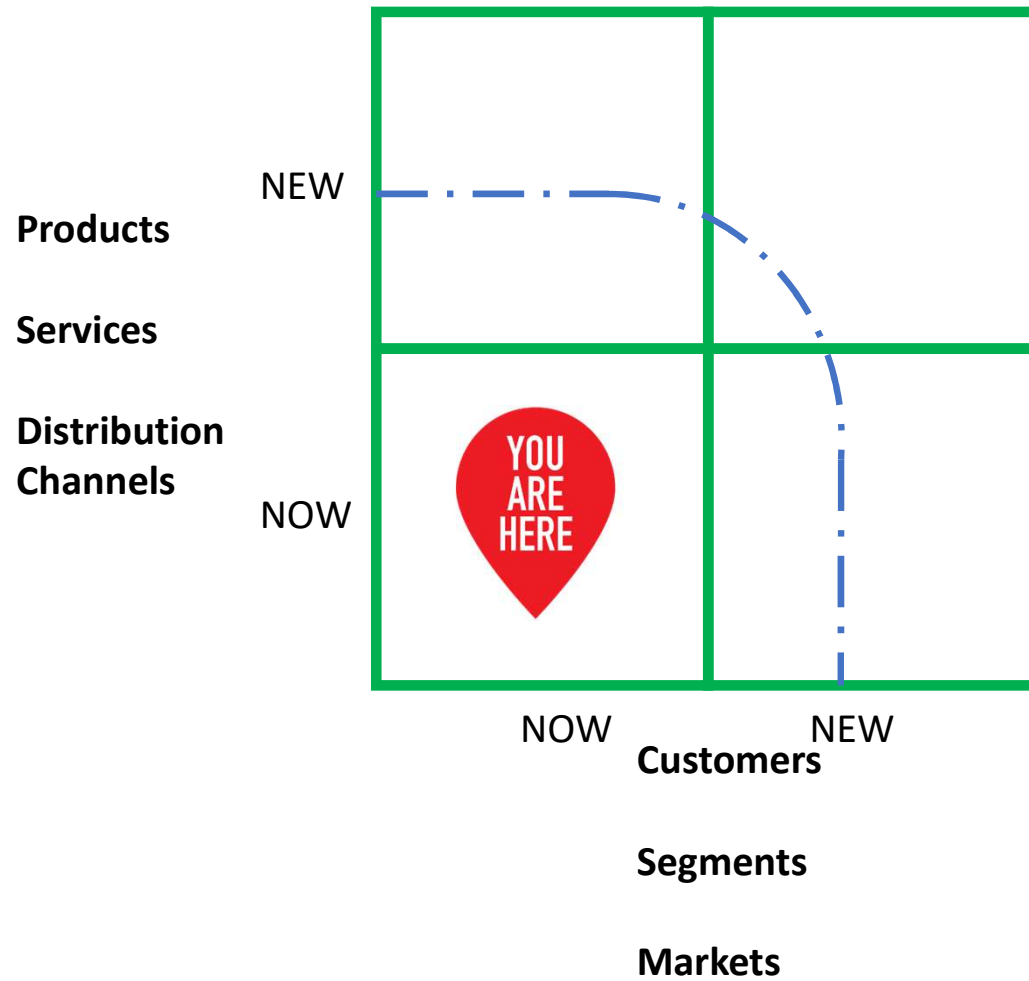


John Stackhouse,
RBC, Thought Leadership

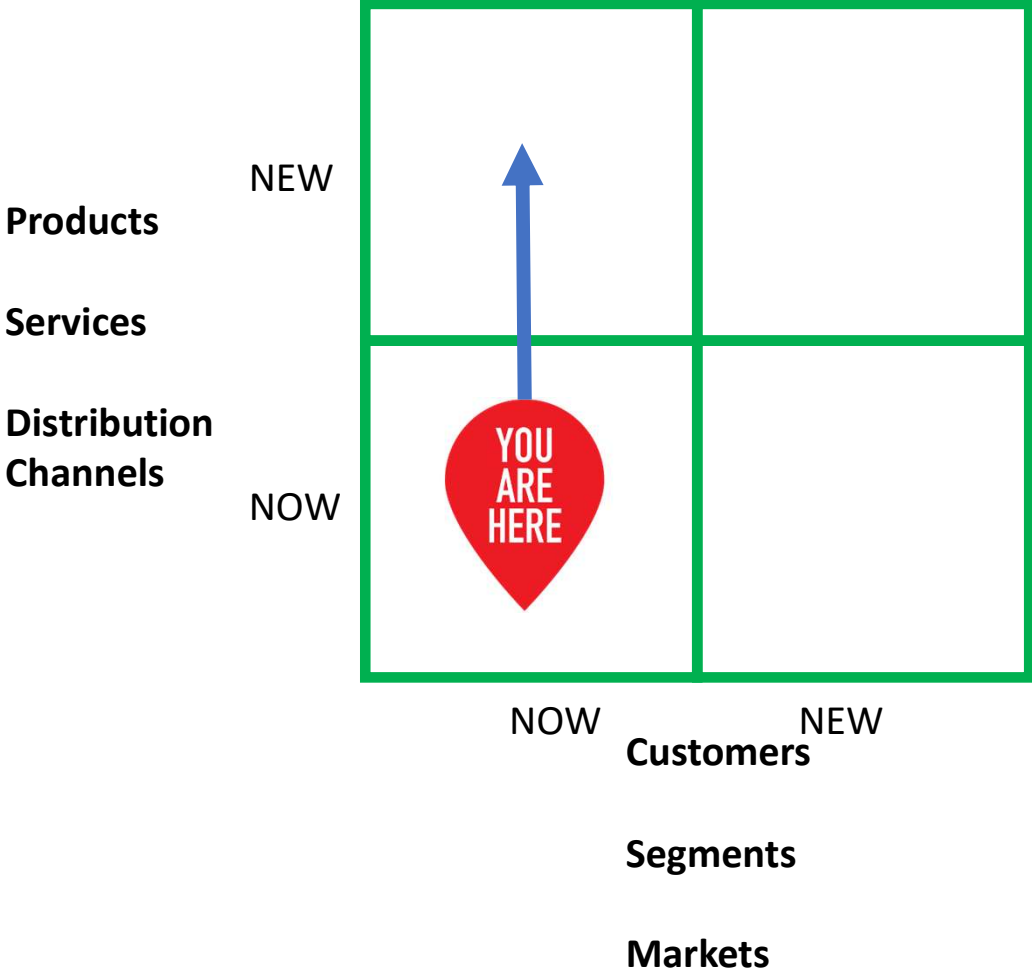
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Source: RBC Economics, ISED

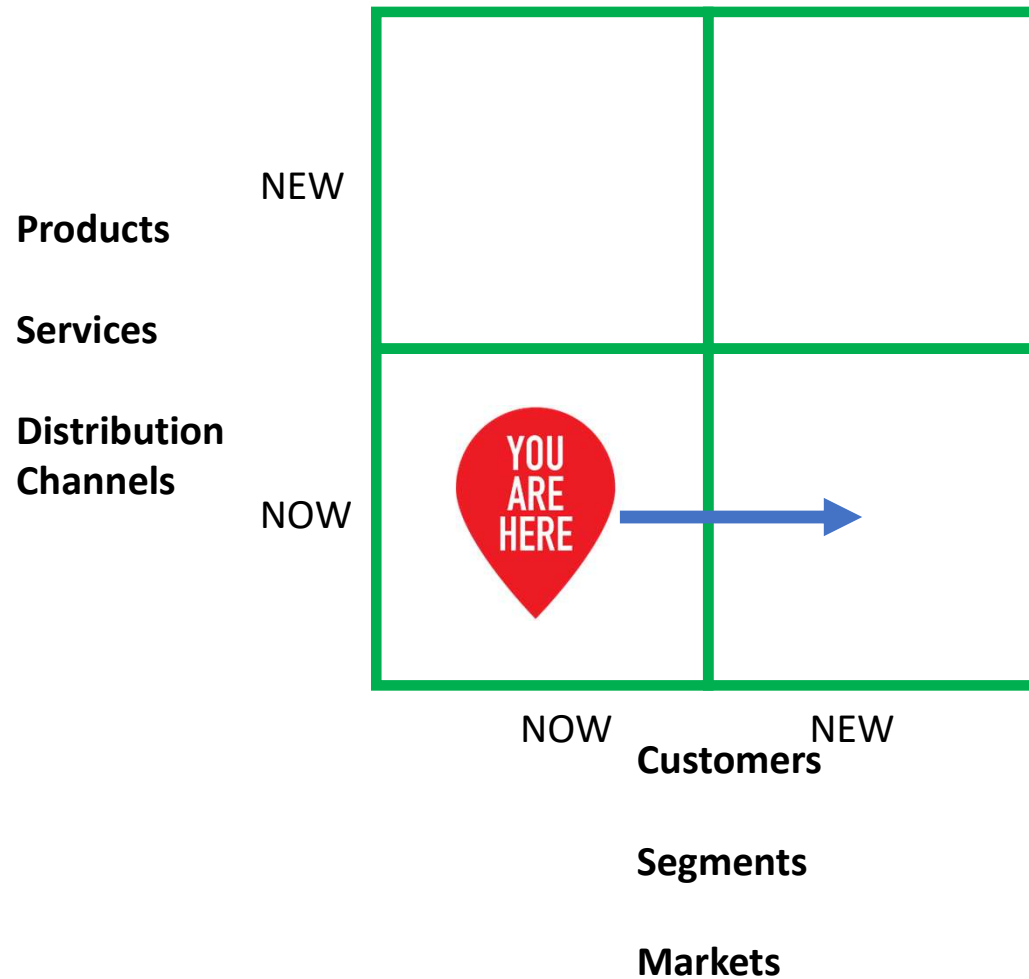
Dimensions of Pivoting



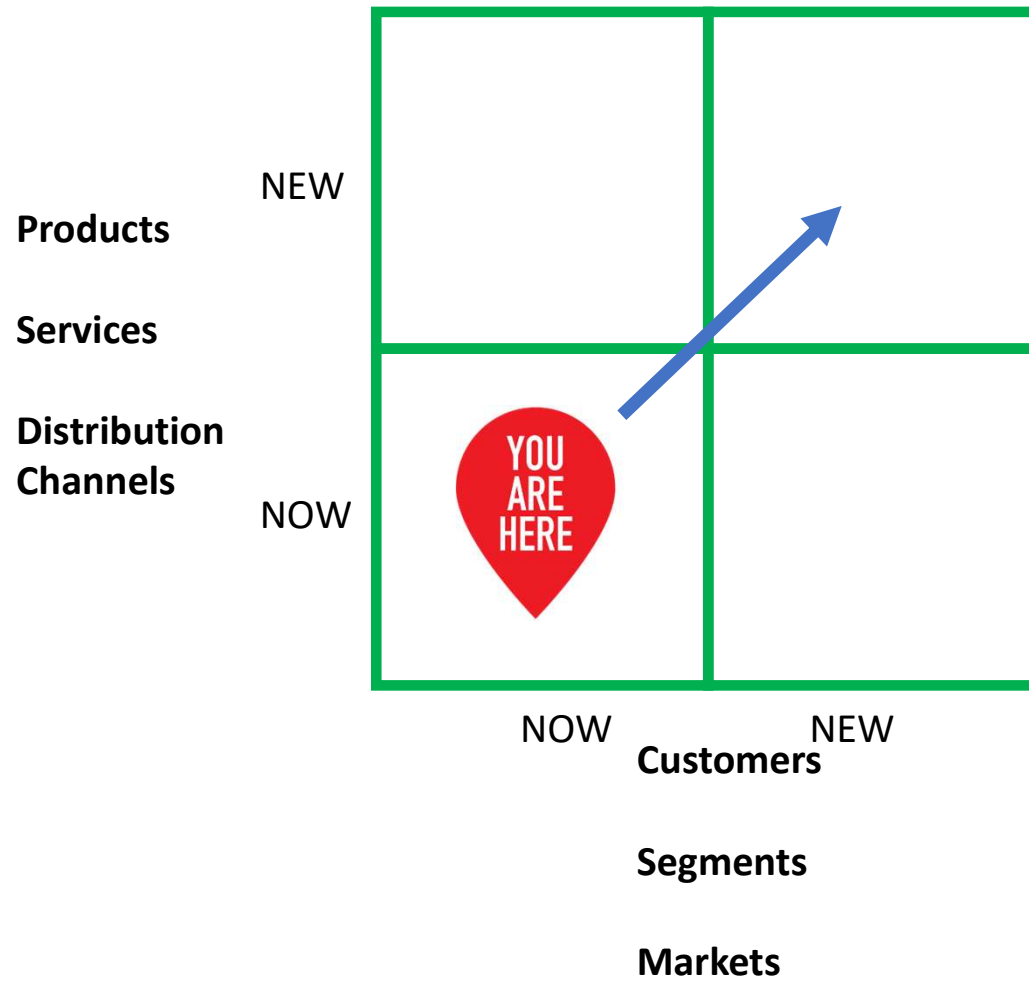
Same Customers. New Service.



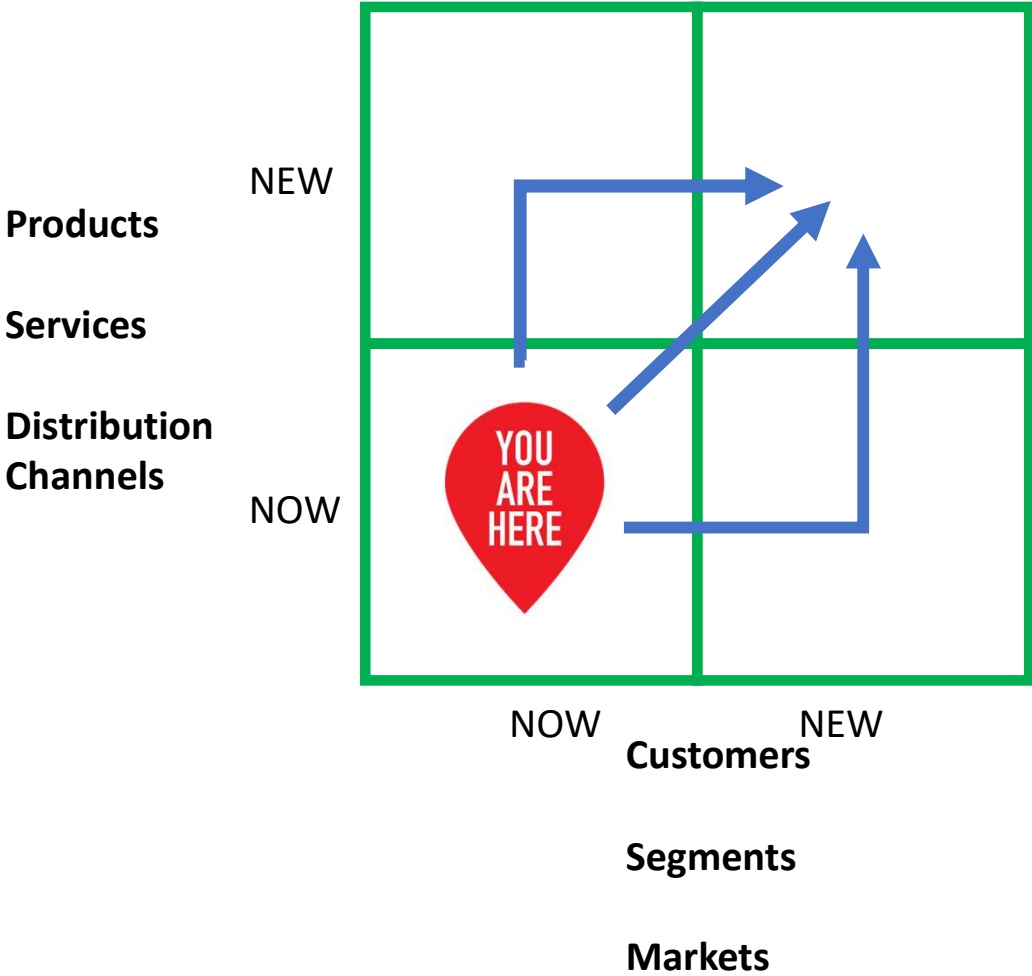
New Customer. Same Product or Service.



New Customer. New Product or Service.



Short term pivots create opportunities for future pivots.



Becoming a Customer Futurist

Clarity over Certainty



A sunset over the ocean with waves and a city skyline in the distance. The sky is filled with colorful clouds in shades of orange, pink, and blue. The sun is low on the horizon, casting a warm glow over the water. The waves are dark and choppy, with white foam visible. In the far distance, a city skyline is visible against the horizon.

Shifting behaviours: How we will...

Work

Travel

Shop

Heal

Learn

Watch

Trade

Share

IMPACT

**How will customers' needs change?
How will these changes impact our
business?**

OPTIONS

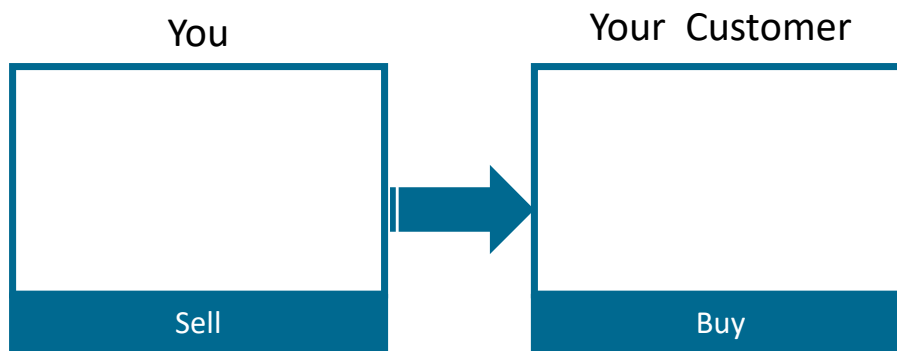
**What CAN I do?
What else CAN I do...and what else?**

OUTCOMES

**What are the possible outcomes?
Worst, Better, Best Scenarios**

Traditional selling will not work.

Traditional Thinking

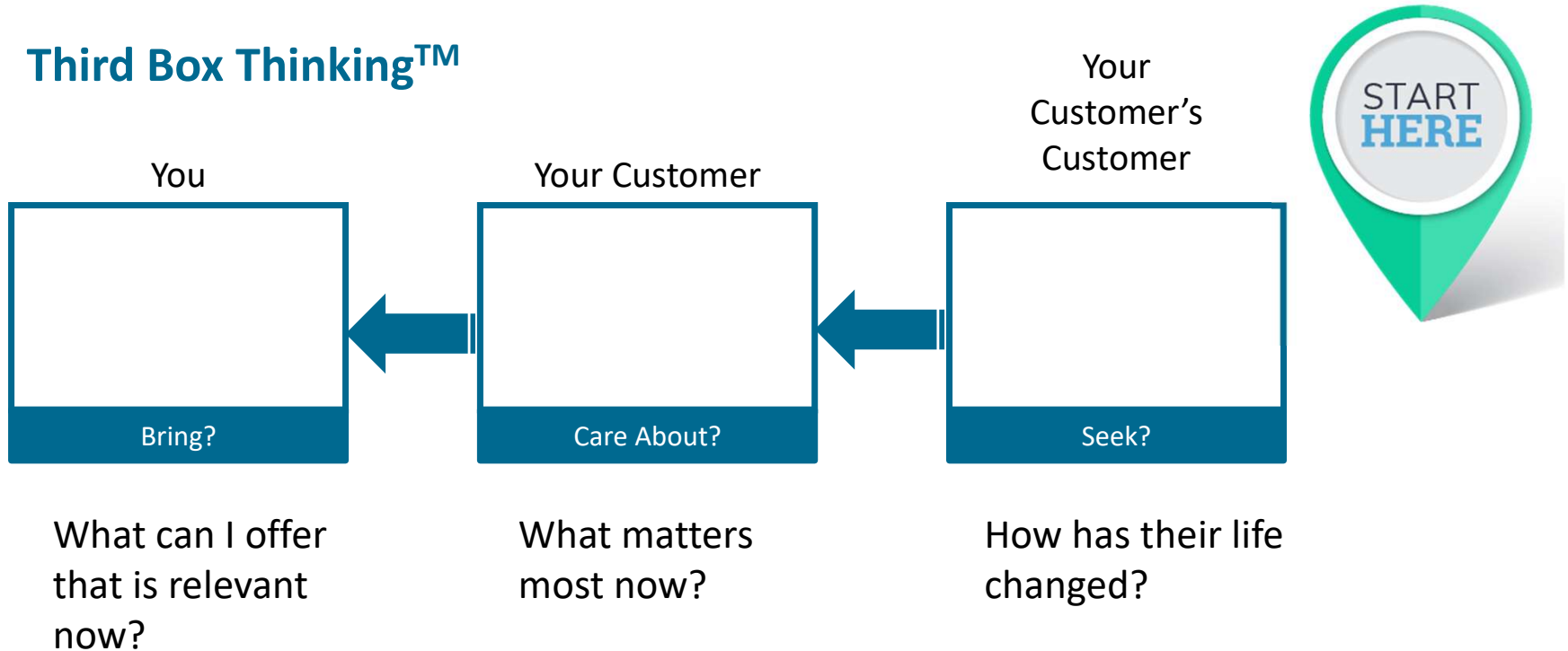



What I sell?

How do I get
them to buy?

You have to think like your customer...and their customer.

Third Box Thinking™



A gravel path winds through a dense forest with tall trees and green foliage. The path is covered in fallen leaves and leads into the distance. The text is overlaid on the path.

**"When we are no longer able to change
a situation, we are challenged to
change ourselves."**

— Viktor Frankl

**“When you change the way
you look at things, the things
you look at change.”**

Wayne Dyer

