

# DO NOW:

## GETTING IN FRONT OF THE CRISIS WHILST DELIVERING YOUR BRAND PROMISE



The Do Now stage is all about identifying, scoping and prioritizing the challenges within your business, to get the structure around the issues being actioned.

### THINKING ABOUT THE CRISIS OR PROBLEM... WHAT IS YOUR COMPANY DEALING WITH...



DOES 'IT' HAPPEN ALOT?

DOES 'IT' HAPPEN ACROSS ALL OF OUR CUSTOMER TYPES AND SEGMENTS?

WHAT ARE YOUR COMPETITORS DOING?

### THE KEY QUESTIONS



Who are the stakeholders within your value chain and what are the actions you should take to support them?



Have you adjusted your Marketing Comms and Loyalty Programmes appropriately?



To what extent is your customers experience impacted? What are the customer journey immediate priorities for you/your stakeholders to address?



Is there clear responsibility for looking at the actions that must be progressed right now, and for considering what the organisation may face in the next 90 days (next) or over the next 6-9 months (later)?

### THE METHODOLOGY

#### Focus

Urgent priorities - risk mitigation & crisis management approach

#### Know

Short and long list of issues / opportunities from earlier sessions

#### Use

Long and short list templates  
'Now' Proposal (framing) template  
North Star

#### Team

Cross functional representatives - main customer facing teams

#### Do

**LISTEN**  
**CREATE**  
**REVIEW**  
**PRIORITISE**

**ASSESS**  
**SELECT**  
**RECOMMEND**  
**RETAIN**

#### Timeframe

Next 30 days - rapid sprint actions to start in next 10 days

#### Key Outputs

Rapid sprint proposals to start immediately

#### Frequency

Daily stand up of 'Now' team