Category

Strategy

Strategy in Times of Crisis & Disruption Playbook

How to keep making sound strategic decisions when the ground is moving

- Executive
- Advanced
- Template Included

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- 3 minute(s)

Overview

A framework for adapting strategy under acute disruption — built around pre-defined scenario triggers and a compressed decision cadence, not improvisation.

Isn't this the same as business continuity planning?

No. Business continuity planning keeps operations running; this playbook is about whether and how the underlying strategy itself should change once the crisis is underway.

How is this different from normal scenario planning?

Normal scenario planning happens on an annual cycle with scenarios years out. This playbook is designed to be activated mid-crisis, with triggers and decisions measured in weeks, not years.

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