

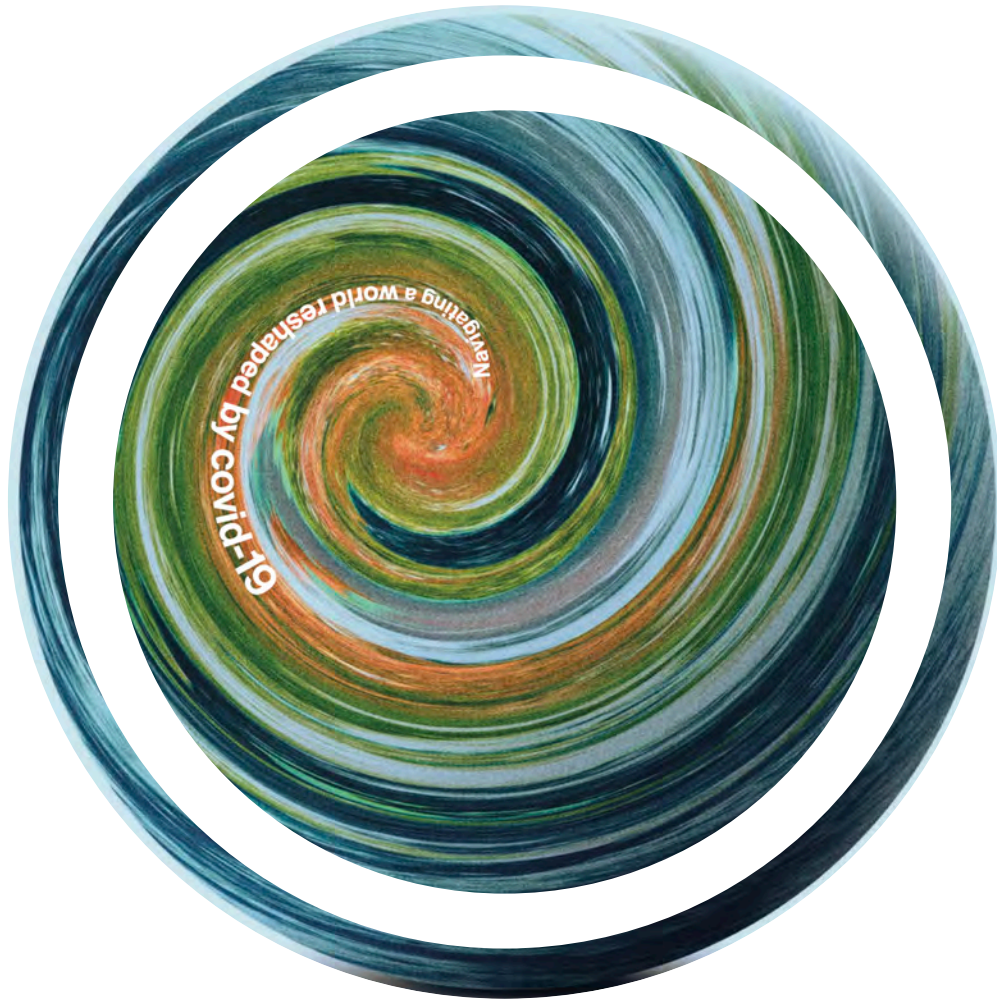
# Becoming An Invincible Company



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**ExperienCEO  
Virtuos Digital Ltd.**





## SAFE HARBOUR STATEMENT

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## ONDEMAND WEBINAR SERIES



### Week 01

#### Overview

The Virus, The Fight, and The Impact.  
Resilience risks and pandemic phases.



### Week 02

#### Business Survival Plan

Cost Management and Funding the  
Business for the next six to twelve months



### Week 03

#### Innovation On Framework

Explore + Exploit Portfolio Continuum.  
Applying "Strategy Is Execution" Framework



### Week 04

#### Tomorrowing Model

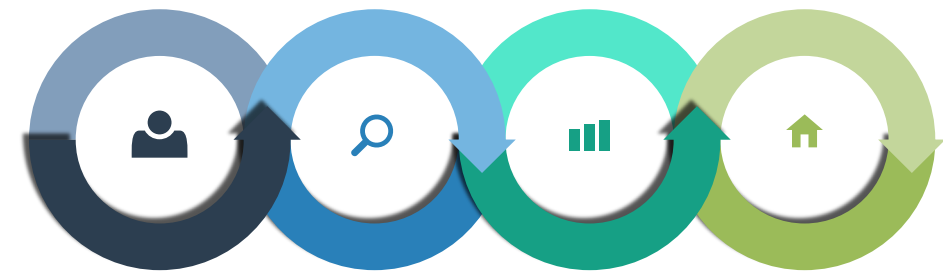
Transforming and Becoming An Invincible  
company by putting CX and EX in unison.



# Agenda

This Presentation will be available for download at  
[www.virtuos.com/invincible](http://www.virtuos.com/invincible)

1. Defining “Invincible Company”
2. Virus and the fight
3. The Covid-19 Impact
4. Resilience risks and Pandemic phases
5. Overview on the next three webinars
  - a) Cost Management
  - b) Exploit + Explore Framework
  - c) “Tomorrowing” Strategy for Scaling



## Newspapers and Magazines



## Books and References



## REFERENCES AND SOURCES OF INFORMATION

Research and  
Conferences  
**Gartner®**  
**FORRESTER®**





# DEFINING “INVINCIBLE COMPANY”

BECOMING AN  
INVINCIBLE  
COMPANY

6

Company  
constantly  
reinvents  
itself

Company  
competes on  
superior  
business model

Company  
creates  
more value

Company  
places CX  
and EX in  
unison

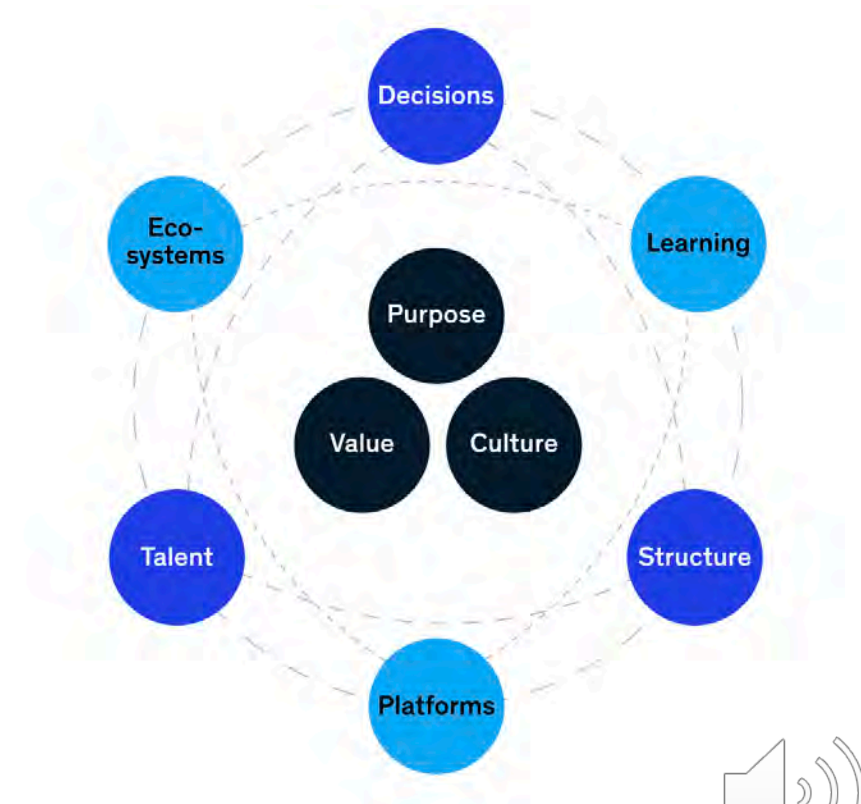
Company transcends  
Industry boundaries



# POST- COVID DIMENSIONS OF ORGANIZATIONS



- Who we are
- How we operate
- How we grow





# The Pandemic

## How Virus is playing the havoc

### COVID - 19

- Corona Virus Disease 2019

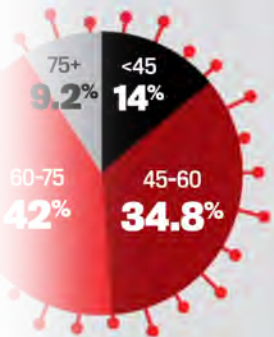
How does the virus work?  
What it is, where it comes from, how it hurts us,  
and how we fight it





# ENEMY OF THE ELDERLY

Age-wise break-up of total deaths in India as on April 30



Persons with comorbidities

Diabetes, hypertension and renal disease



## DAY 1-3

Dry cough and fever of 100.4 or more. Diarrhoea, itchy throat, loss of smell or taste also observed

Present in:

Mild Yes  
Moderate Yes  
Severe Yes

## DAY 4

Increasing fever, chills, body ache, more pronounced cough

Present in:

Mild No  
Moderate Yes  
Severe Yes

## DAY 5-7

Breathing difficulties, tightness in chest. Oxygen monitoring crucial at this stage

Present in:

## DAY 10

If oxygen levels continue to drop and there are signs of organ damage, patients are usually shifted to the ICU. From this point onward, cytokine storms leading to inflammation or thrombosis are likely to set in

Present in:

Mild No  
Moderate No  
Severe Yes

## DAY 11-13

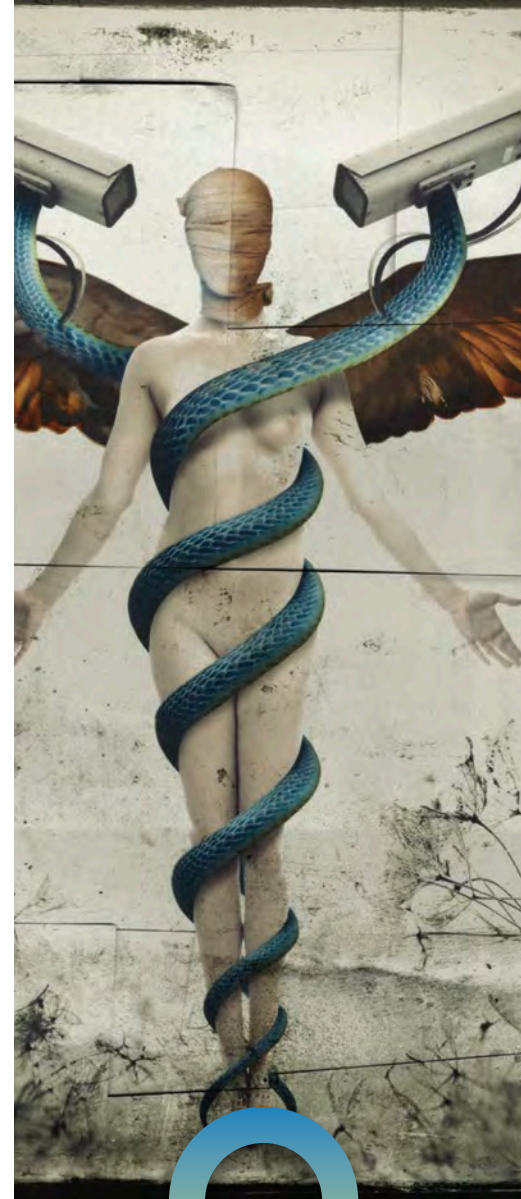
Fever ends. Breathing difficulties also cease for those who aren't in the ICU

PLAYING WITH THE ENEMY WITHOUT FOLLOWING THE "SOCIAL DISTANCE" RULES.

# THE VIRUS THE FIGHT THE IMPACT

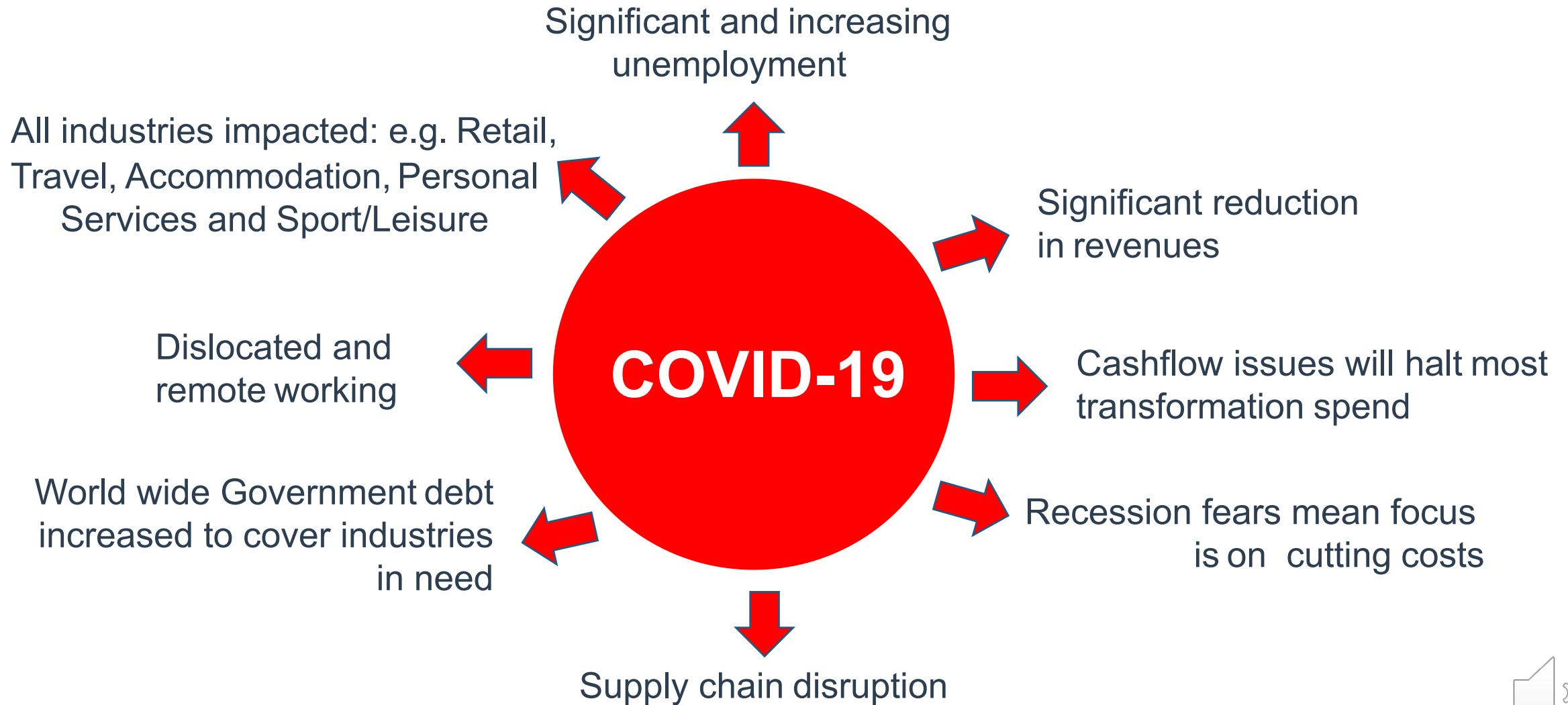


Why some countries, for that matter few states in India have done better than others—and what we can learn from them.



Kerala, India

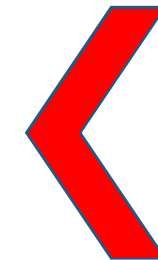
## COVID DRIVEN ECONOMIC LANDSCAPE





## TSP Industry Impacts on Technology Investment Due to COVID-19

Industry	Short-Term Impact on Tech Investment	Long-Term Impact on Tech investment
Banking and Securities	Negative ↓	Uncertain ↔
Communications	Positive ↑	Positive ↑
Education	Positive ↑	Positive ↑
Public Sector	Positive ↑	Positive ↑
Healthcare	Positive ↑	Positive ↑
Insurance	Negative ↓	Uncertain ↔
Manufacturing	Negative ↓	Uncertain ↔
Retail	Negative ↓	Uncertain ↔
Transportation	Negative ↓	Negative ↓



**THE VIRUS**  
**THE FIGHT**  
**THE IMPACT**

## IMPACT ON US ECONOMY

### Coronavirus job losses surge

Job created since  
Great Recession

22.4 million

UI claims  
(Last four weeks)

22.0  
million

Jobs lost in Great  
Recession  
(peak to trough)

8.7 million

SOURCE: Dept. of Labor, St. Louis Federal Reserve



THE VIRUS  
THE FIGHT  
THE IMPACT

61%

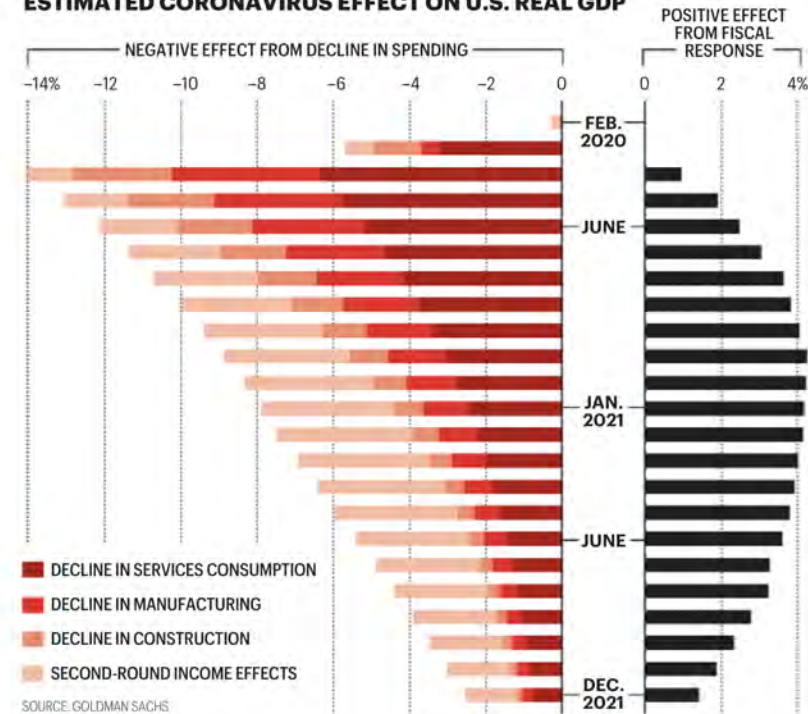
SHARE OF U.S. RETAIL LOCATIONS—  
258,366 STORES AS OF MID-APRIL—THAT HAVE  
CLOSED BECAUSE OF COVID-19 PRECAUTIONS

SOURCE: GLOBALDATA RETAIL

\$447,612,200,000

DECLINE IN MARKET VALUE OF THE STOCKS IN THE S&P 500 ENERGY SECTOR, MARCH 2 TO MARCH 18, 2020  
SOURCE: BLOOMBERG

### ESTIMATED CORONAVIRUS EFFECT ON U.S. REAL GDP



## IMPACT ON INDIAN ECONOMY

**COVID-19 COULD COST 135 MILLION  
JOBS, PUSH 120 MILLION PEOPLE INTO  
POVERTY IN INDIA**



**IT INDUSTRY  
IS IN A MAJOR  
CRISIS LIKE  
NEVER BEFORE**

**50% OF MSME SECTOR  
WILL BE WIPED OFF**

### RIISING SHARE OF MSMEs IN GDP



## THE FATE OF TOURISM INDUSTRY



**₹5  
LAKH CRORE**  
Estimated loss to  
the sector



**5  
CRORE**  
Estimated job  
losses

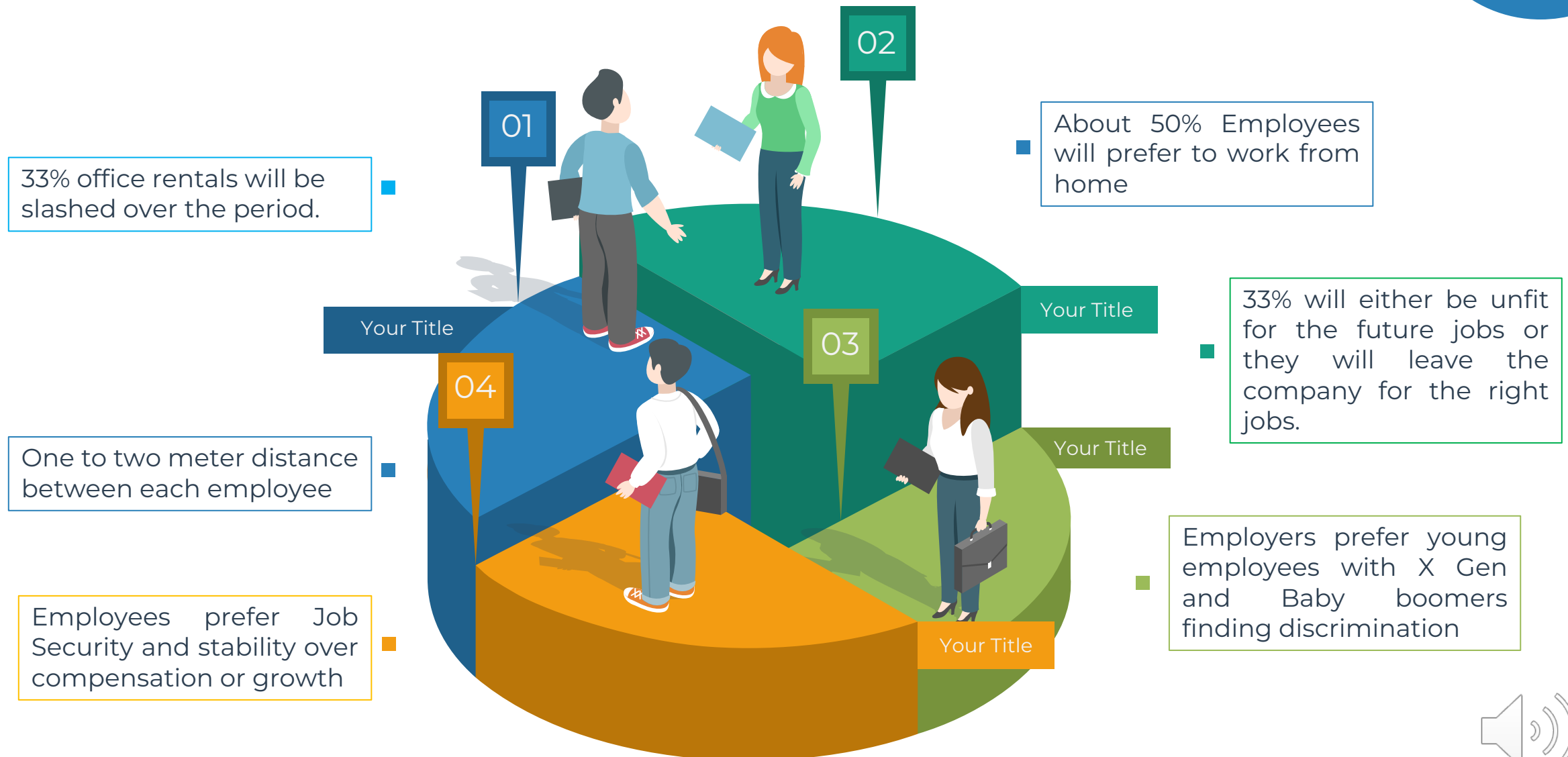




# SOCIAL DISTANCING IS THE NEW NORMAL

BECOMING AN  
INVINCIBLE  
COMPANY

15





**WE'LL EMERGE INTO A  
WORLD IN WHICH PEOPLE  
GIVE EACH OTHER  
WIDE BERTHS AND  
SUSPICIOUS LOOKS.**

# ORGANIZATIONAL RESILIENCE RISKS

BECOMING AN  
INVINCIBLE  
COMPANY

17

Environmental  
Natural Disasters  
Facility  
Country  
Biohazard

***Biological Disease/Pandemic***

Geopolitical  
Social Unrest/Networking  
Information Technology  
Cybersecurity  
Legal and Regulatory  
Third Party  
Business Process  
Separation of Duties  
Workforce  
Corporate Culture

Reputation Risk

Strategic Risk

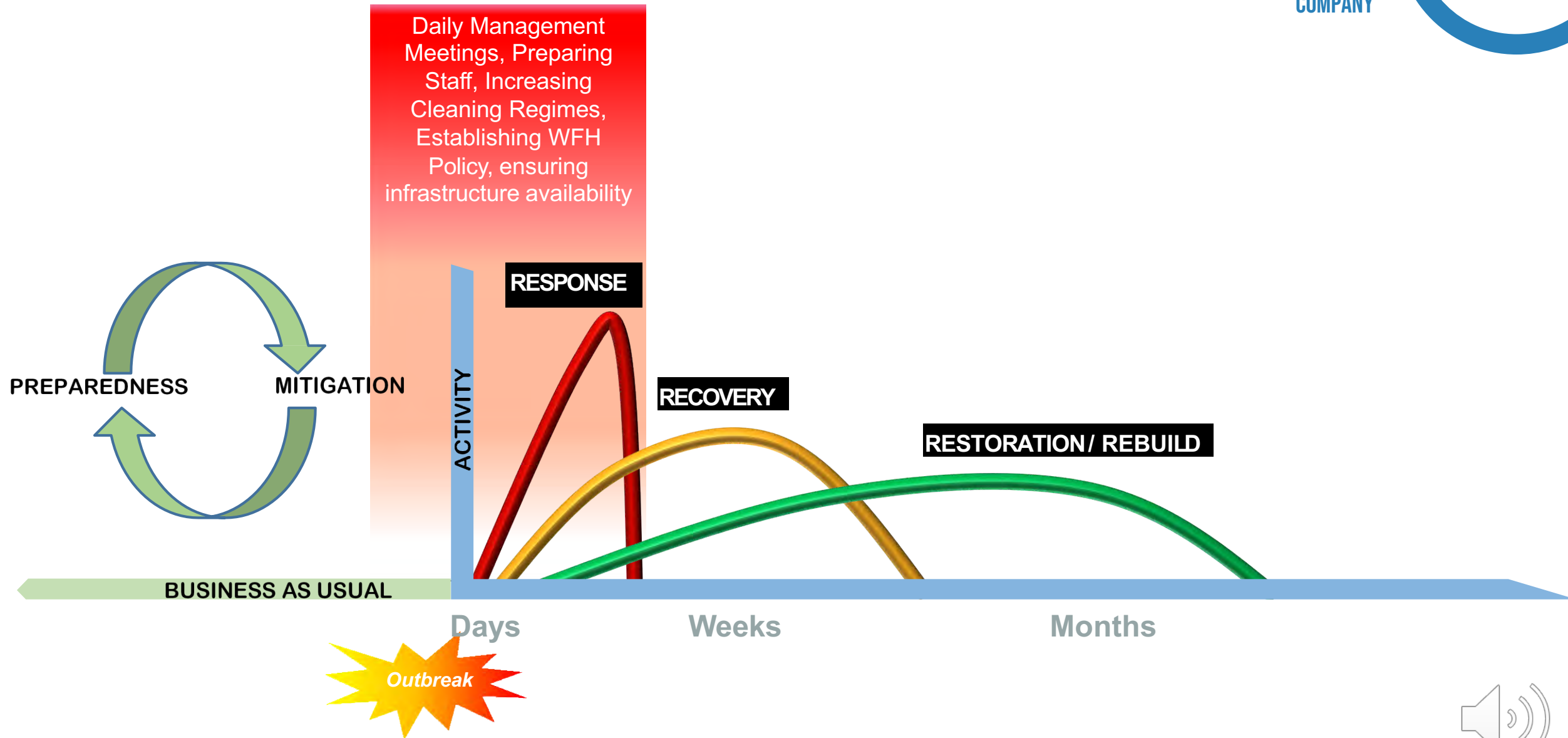
Operational

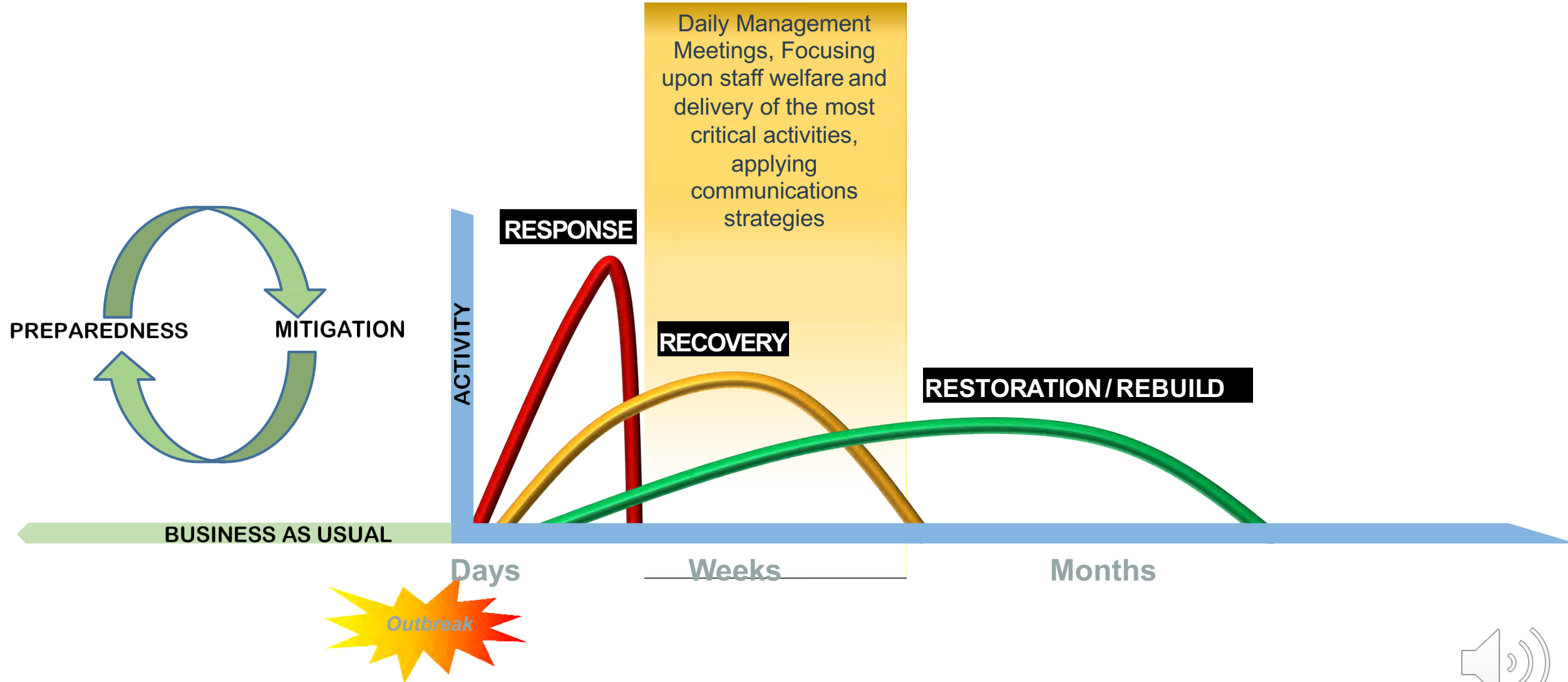
Credit  
Customers  
Suppliers  
Compliance

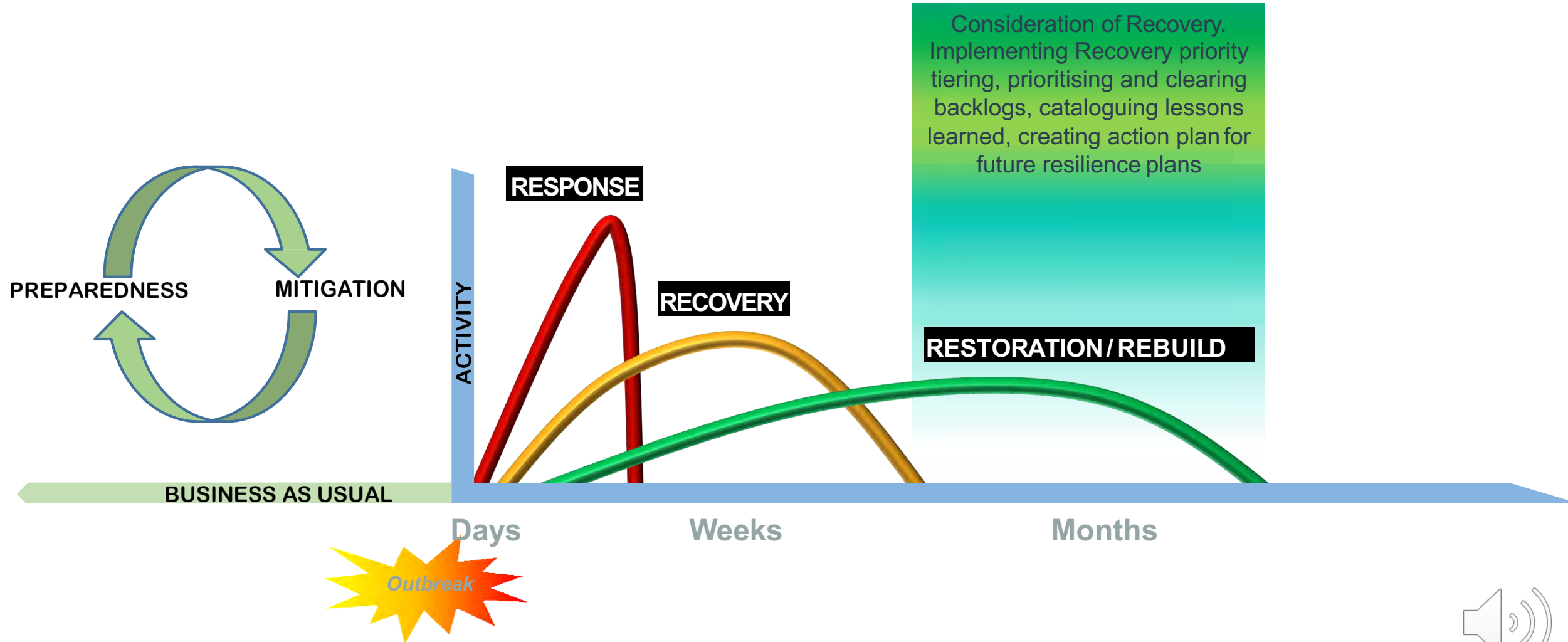
Market  
Materials/Supplies  
Interest Rates  
Competition  
Economy  
Currency  
Liquidity



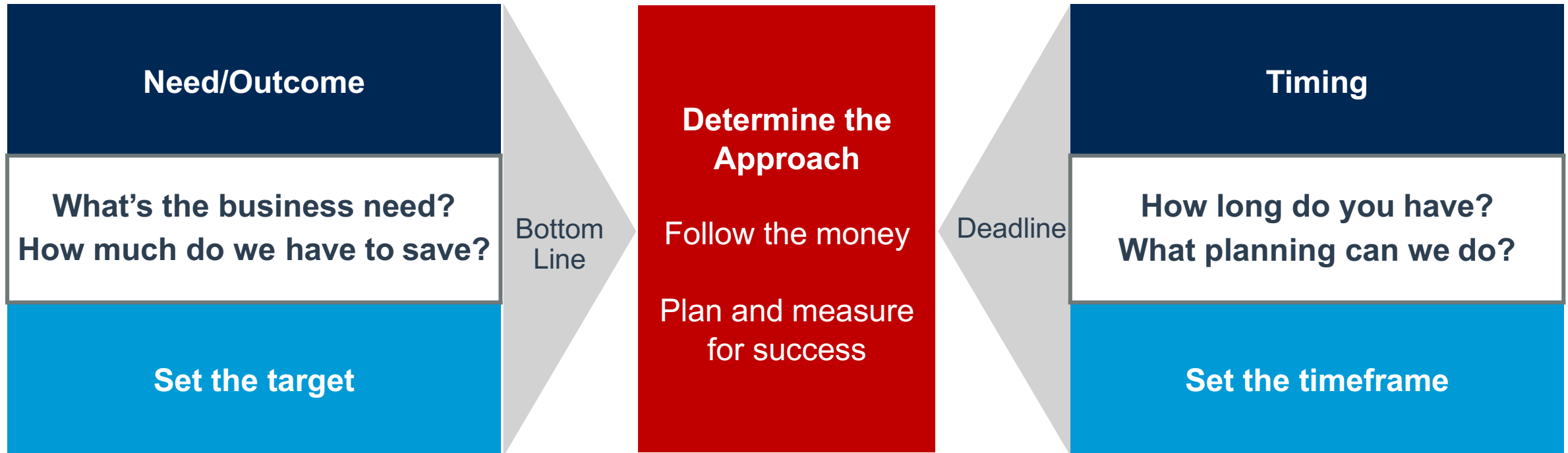
## PANDEMIC PHASE – 1 ~3











# COST MANAGEMENT APPROACHES

## Cost Cutting

Reactionary, Short-Term  
Immediate Reductions

### Cut Expenditure

Eliminate



Rationalize



Renegotiate



## Cost Optimization

Programmatic  
Structured Improvements

### Structured Spend Optimization

Improve Efficiency



Increase Productivity



Shift Spend



## Value Optimization

Business-Value-Driven  
Stakeholder Partnership

### Invest in Business Outcomes

Align to  
Value



Plan &  
Prioritize



Iterate &  
Innovate



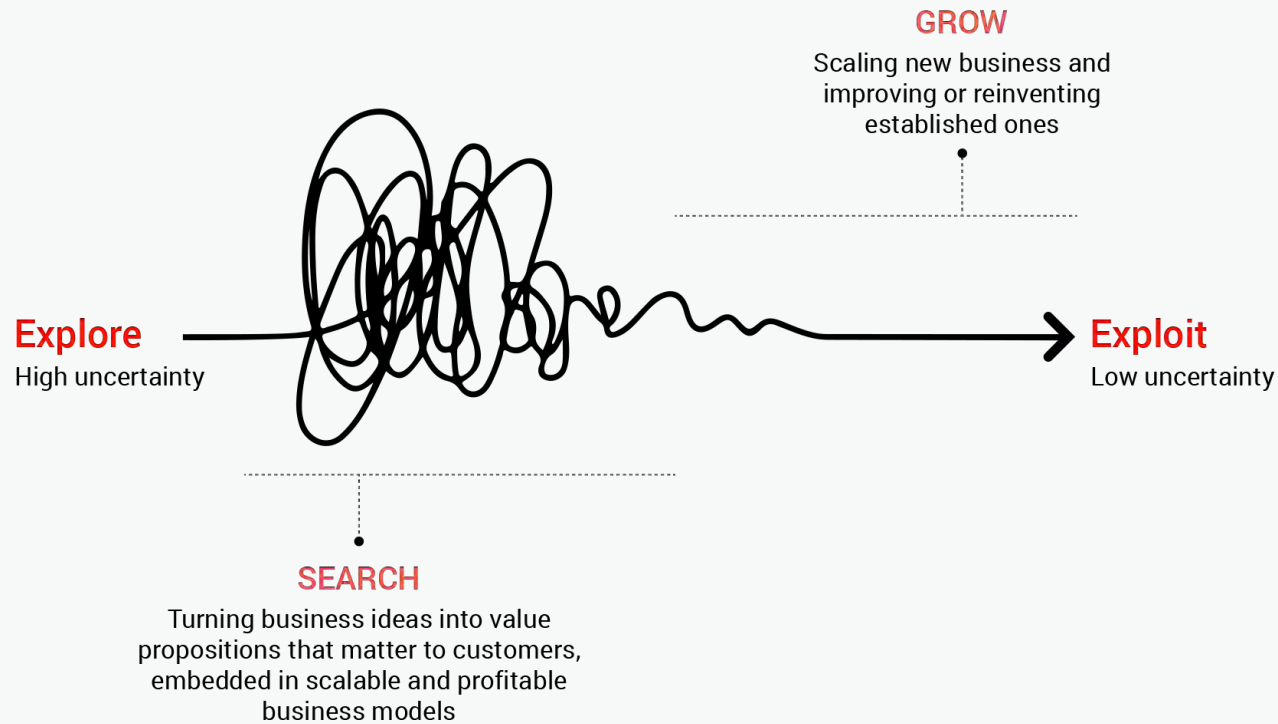
Execute &  
Measure



Value Realization and Risk Optimization

# INNOVATION ON FRAMEWORK

Explore + Exploit



iQ INNOVATION



# BUSINESS MODEL CANVAS

## KEY PARTNERS



This is a sample text.  
Insert your desired  
text here.

## KEY ACTIVITIES



This is a sample text.  
Insert your desired  
text here.

## KEY RESOURCES



This is a sample text.  
Insert your desired  
text here.

## VALUE PROPOSITIONS



This is a sample text.  
Insert your desired  
text here.

## CUSTOMER RELATIONSHIPS



This is a sample text.  
Insert your desired  
text here.

## CUSTOMER SEGMENTS



This is a sample text.  
Insert your desired  
text here.

## CHANNELS



This is a sample text.  
Insert your desired  
text here.

## COST STRUCTURE

This is a sample text. Insert your desired text here.



## REVENUE STREAMS

This is a sample text. Insert your desired text here.



**DON'T ADD – MULTIPLY**

**Let Them Impel Each Other**

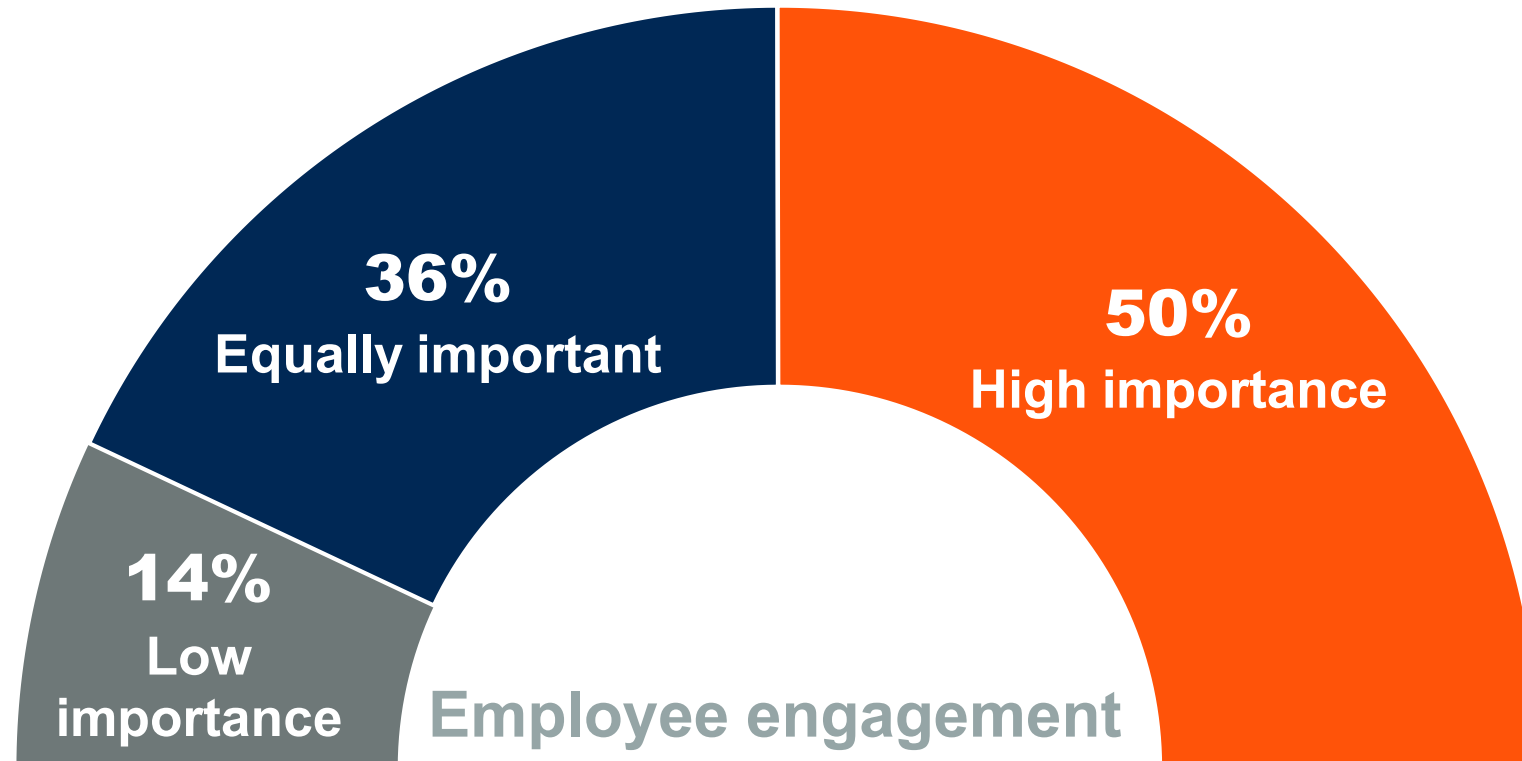
BECOMING AN  
INVINCIBLE  
COMPANY

25



### Impact of employee engagement on customer experience (versus other factors)

Percentage of respondents



Base: All respondents, n = 209

Q. How would you rate the impact of employee engagement on customer experience (versus other factors)? Scale of 1 to 5

source: Gartner





# Thank you

**NEXT WEBINAR IS ON**  
**25 MAY 2020**

