



From a pandemic to a post-pandemic world:

Strategy and innovation for being here and for getting there

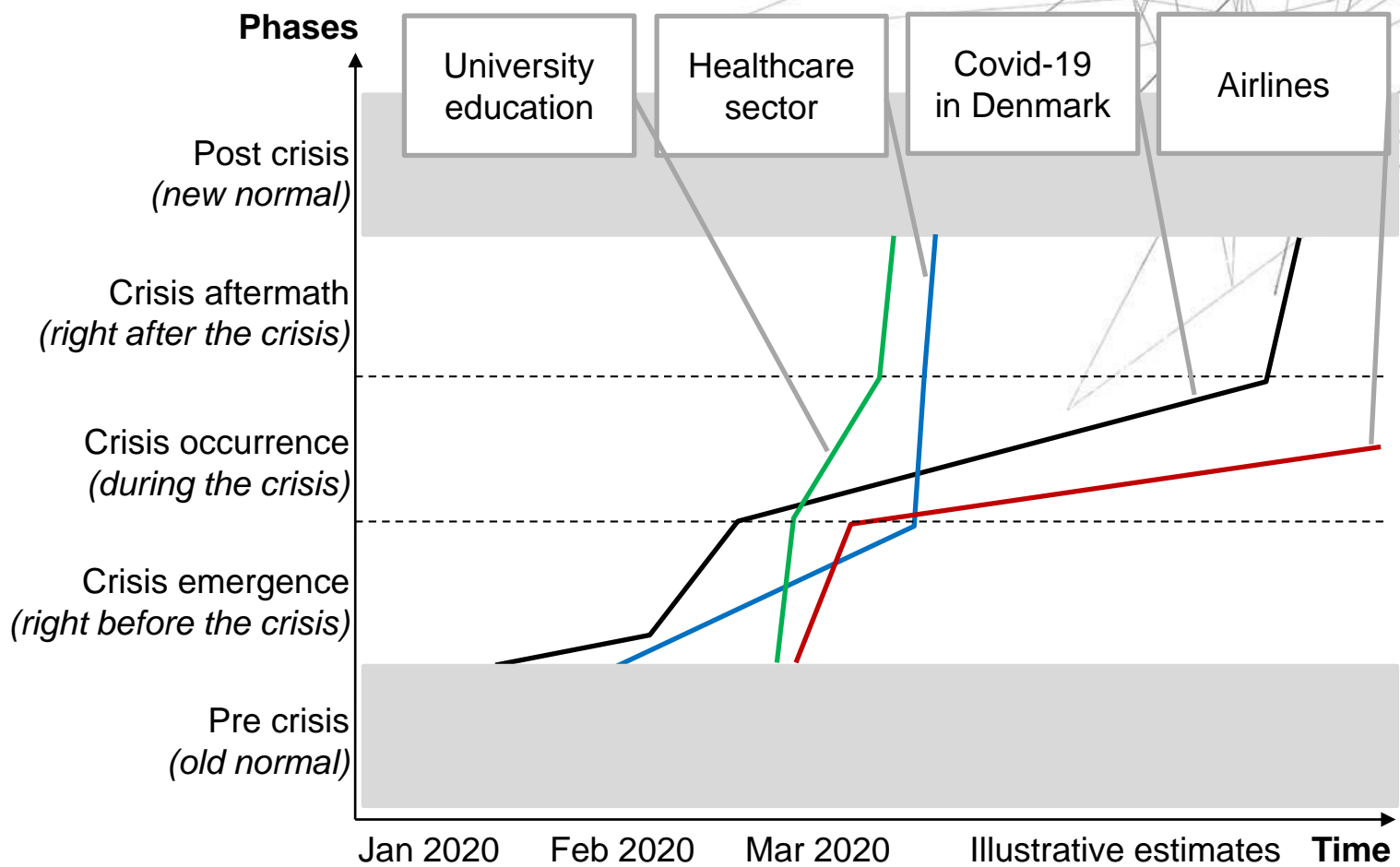
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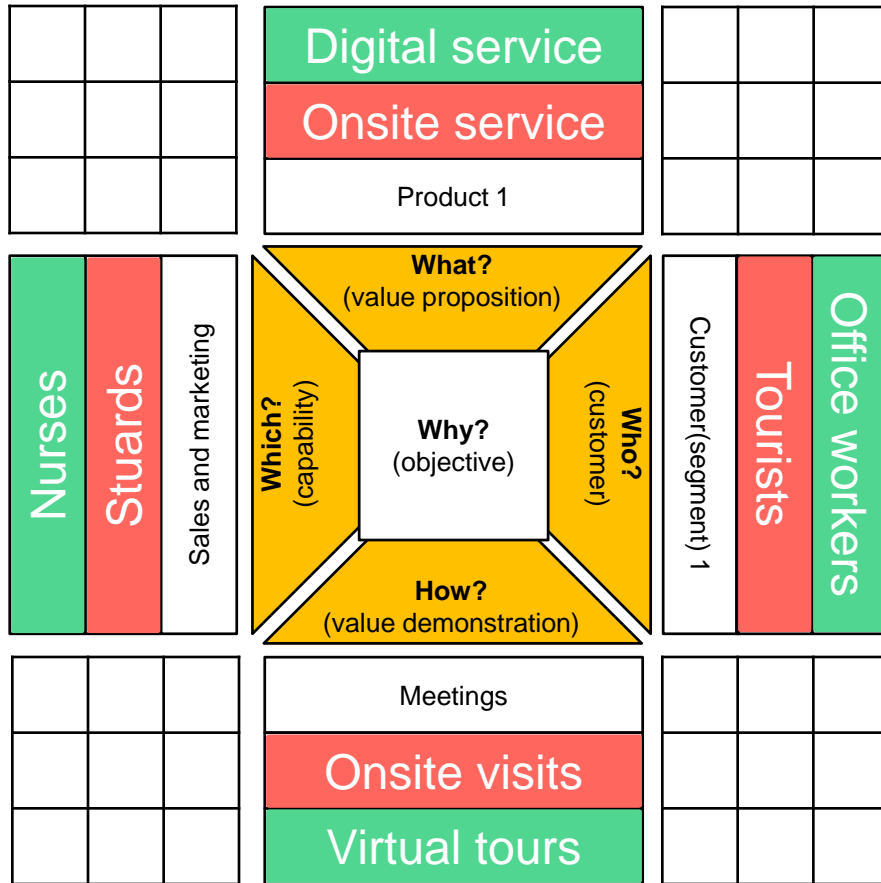
DIVIDE AND CONQUER: There are many crises – demanding different solutions

- Coronavirus crisis**
- Covid-19 crisis**
- Healthcare crisis**
- Business model crisis**
- Economic crisis**



(Pedersen, Ritter & Di Benedetto, 2020)

DIVIDE AND CONQUER: There are many crises – demanding different solutions

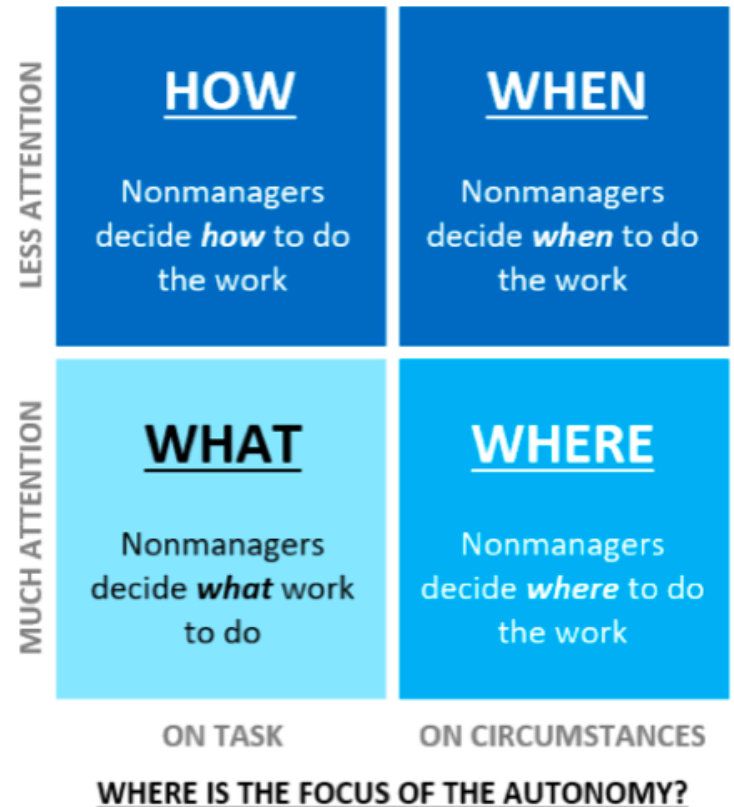
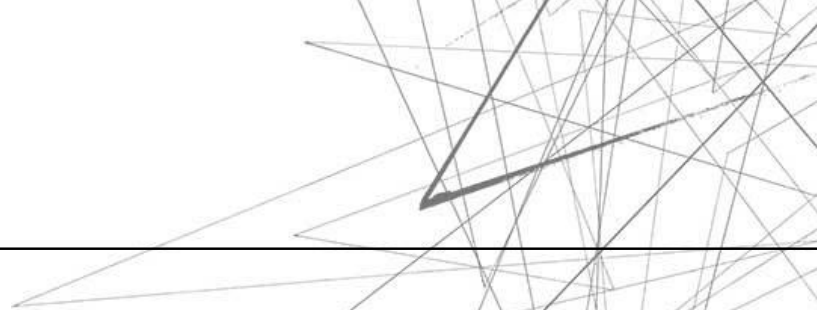
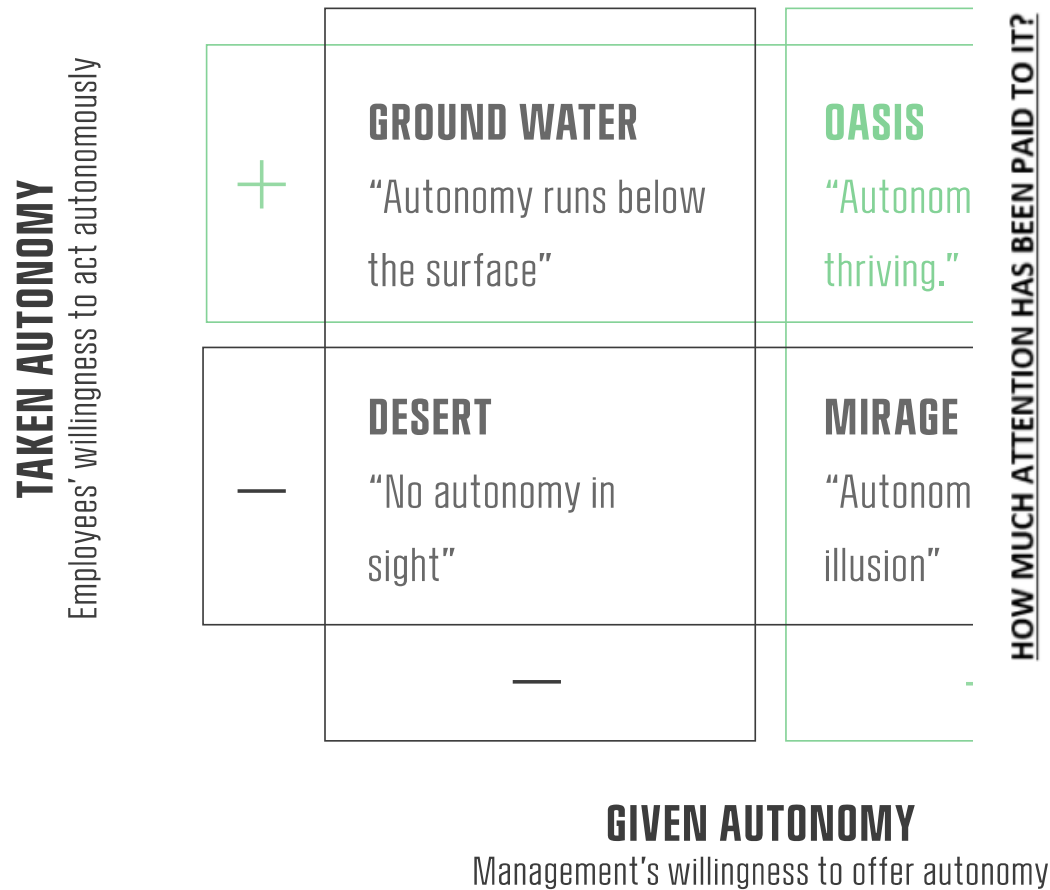


(Ritter & Pedersen, 2020; Ritter, 2014)

- Antifragile
- Robust
- Adaptive
- Suspended
- Aided
- Retired

(Pedersen & Ritter, 2020)

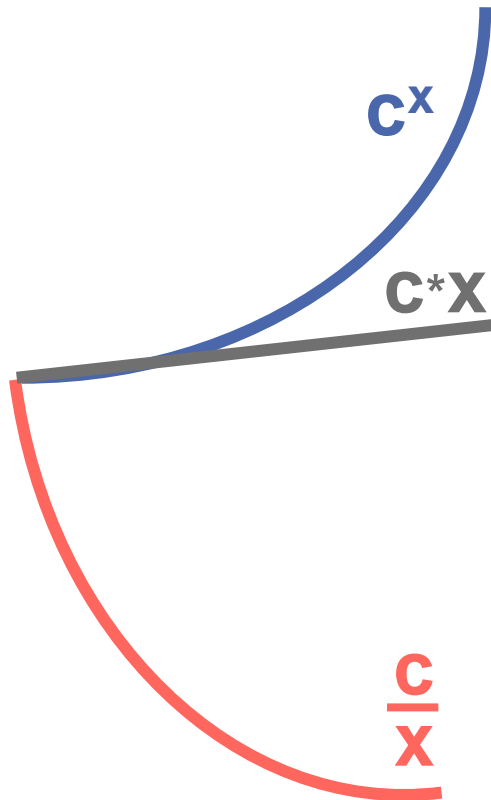
LIBERATE STRATEGY & INNOVATION: Infuse leadership into autonomy



(Ritter, Pedersen & Sørensen, 2017)

(Pedersen & Ritter, 2021)

EXPERIMENT & PREPARE: Project your strategy towards the future



(Pedersen & Ritter, 2020)

POSITION	1. What position can you attain during and after the pandemic?
PLAN	2. What is your plan for bouncing back?
PERSPECTIVE	3. How will your culture and identity change?
PROJECTS	4. What new projects do you need to launch, run, and coordinate?
PREPAREDNESS	5. How prepared are you to execute your plans and projects?

NEW – REINFORCED – ILLUSTRATED: **We need to move forward**

DIVIDE AND CONQUER:

There are many crises – demanding different solutions

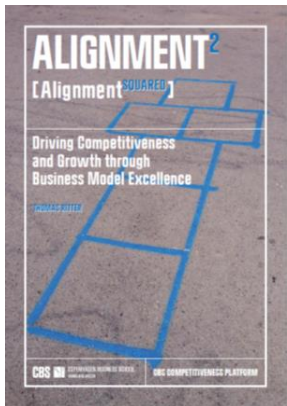
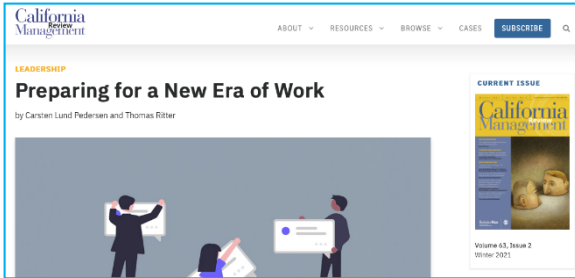
LIBERATE STRATEGY & INNOVATION:

Infuse leadership into autonomy

EXPERIMENT & PREPARE:

Project your strategy towards the future

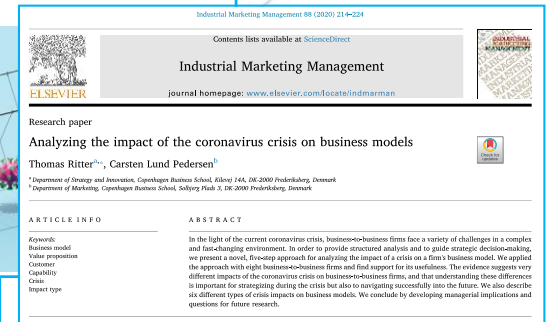
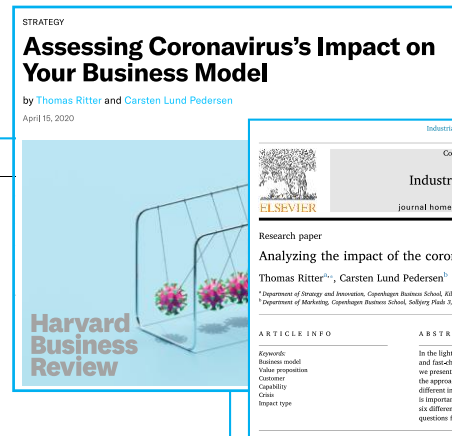
All the best for your strategy and innovation initiatives



Scholarly Article

The Future of B2B Customer Solutions in a Post-COVID-19 Economy: Managerial Issues and an Agenda for Academic Inquiry

Edward U. Bond III¹, Ad de Jong², Andreas Eggert³, Mark B. Houston⁴, Michael Kleinaltenkamp⁵, Ajay K. Kohli⁶, Thomas Ritter², and Wolfgang Ulaga⁷



LINKS

- Preparing Your Business for a Post-Pandemic World (HBR.org): <https://hbr.org/2020/04/preparing-your-business-for-a-post-pandemic-world>
- Assessing Coronavirus's Impact on Your Business Model (HBR.org): <https://hbr.org/2020/04/assessing-coronaviruss-impact-on-your-business-model?ab=hero-subleft-2>
- Workbook: <https://research.cbs.dk/en/publications/the-impact-of-the-corona-crisis-on-your-business-model-workbook>
- Video: <https://cbs.cloud.panopto.eu/Panopto/Pages/Viewer.aspx?id=5ac06562-7228-40d9-95eb-ab8e00b5960d>
- Coronavirus: A Catalyst for Entrepreneurship: https://theconversation.com/the-coronavirus-crisis-a-catalyst-for-entrepreneurship-135005?utm_medium=amplinkedin&utm_source=linkedin
- Managing through a crisis: Managerial implications for business-to-business firms (IMM): <https://www.sciencedirect.com/science/article/pii/S0019850120305514>
- Analyzing the impact of the coronavirus crisis on business models (IMM): <https://www.sciencedirect.com/science/article/pii/S0019850120303084>
- Preparing For A New Area of Work (CMR): <https://cmr.berkeley.edu/2021/01/preparing-for-a-new-era-of-work/>
- Alignment Squared (book): <https://research.cbs.dk/en/publications/alignment-alignment-squared-driving-competitiveness-and-growth-th>