

SOLUTIONS BASECAMP

EXERCISE 6 | Thinking Time

Your People, The Crisis, Your Market

Do a '**Thinking Time**' session on:

Your People (customers, staff, suppliers) – some example questions to explore:

- What are the biggest worries/concerns/desires for each type of people, during this crisis?
- What am I not doing for them that I should?
- What can I do to give extra value or help them?
- How would I implement that?

Your Market – some example questions to explore:

- How is my market reacting and responding to the crisis?
- What are my competitors doing that I can learn from?
- What could I do that would set me apart from the competition?
- How can I become an authority in my market?

The Crisis – some example questions to explore:

- What areas do I need to understand about/could impact my business?
- Who knows more than me on this and how can I find out what they know?
- What can I do to make myself better informed?

Reminder on how to do a Thinking Time session:

- Decide on a specific question or questions you want to think about
- Eliminate ***all*** distractions
- Clear 60 minutes – aim for max 40-45 minutes of thinking
- Use the last 15-20 minutes to read over what you've written and capture the *best* idea/actions
- Write the question at the top of your page and a bullet / dot under it

- Write down your thoughts/ideas/answers against the bullets
- When you write down a thought/idea/answer, immediately do another dot underneath (it creates a 'what else?' feel...you will want to fill in the blank!)
- Don't judge or filter your answers/thoughts...just get everything out!
- Let one idea lead to another
- If you begin to dry up, ask the question again or ask it in alternative ways
"what would xxxx do?", "what would my competition do?", "what could I do to make the situation worse?"
- Capture your ideas and actions while they're fresh
- Turn them into a plan
- Get the actions on your calendar