

# Reimagine. Reinvent.

*“With everything disrupted, going back to the same old thing is a losing strategy. The strongest companies are reinventing themselves by embracing pandemic-driven change.”*

*--McKinsey & Co*



# About Naqsh (Nick)



Strategist. Innovator. Dream-enabler. Naqsh is many parts a great deal of energy, heart, and generosity, complimented by strategic street smarts, a triple letter international business education, and over 2 decades of high-level marketing, innovation and business strategy experience.

As a program advisor for The Exchange, WESK's business growth program, Nick provides advice and guidance to clients on all aspects of their business. In addition to working with WESK, Naqsh is Chief Strategist & CEO of strategy firm, Refresh Inc. He is also involved in the mental health and disability communities, both at a local and national level.



# Agenda

1. About Me
2. Future Ready Companies
  1. Who We Are
  2. How We Operate
  3. How We Grow
3. Next Steps



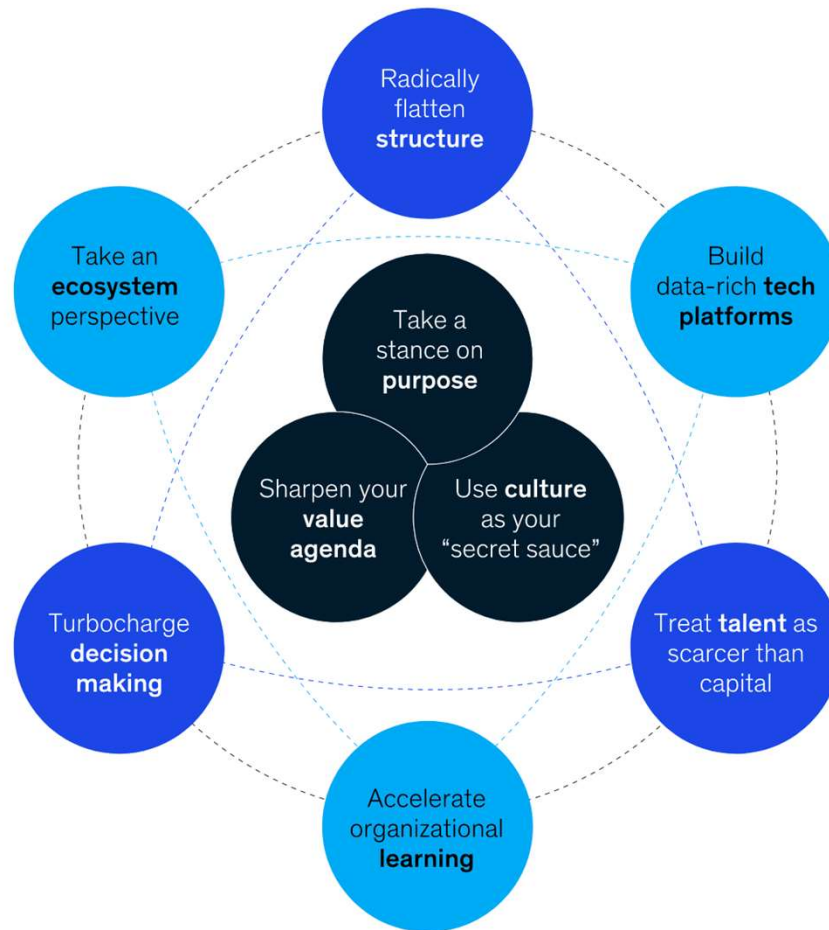


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# 9 Imperatives

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



Who We Are: Strengthen identity



# How to strengthen your company's identity

1. Igniting individual purpose in times of crisis
  1. Creating strong links to an individual purpose benefits individuals and companies alike—and could be vital in managing the postpandemic uncertainties that lie ahead.
2. Linking talent to value
  1. Getting the best people into the most important roles does not happen by chance; it requires a disciplined look at where the organization really creates value and how top talent contributes.
3. Establish a performance culture as your “secret sauce”
  1. Companies with strong cultures achieve up to three-times higher total returns to shareholders than companies without them.



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How we operate: Prioritize speed



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# How to operate faster (and flatter)

## 1. Radically flatten structure

1. Future-ready organizations structure themselves in ways that make them fitter, flatter, faster, and far better at unlocking value.

## 2. Turbocharge decision making

1. Many decisions and processes require less than half the steps executives imagine are necessary.

## 3. Treat talent as scarcer than capital

1. Top companies will anchor the effort to a bedrock principle: our talent is our scarcest resource. Then they'll zero in on three core questions: What talent do we need? How can we attract it? And how can we manage talent most effectively to deliver on our value agenda?



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# How we grow: Build for scale



# How to grow, adapt, and learn

## 1. Adopt an ecosystem view

1. Increasingly, value is created through networks where partners share data, code, and skills; where communities of businesses create value and antifragility together.

## 2. Build data-rich tech platforms

1. Data can continually empower decisions and the value agenda in unexpected, yet promising, ways.

## 3. Accelerate learning as an organization

1. High-performing companies promote a mindset of continuous learning that encourages and supports people to adapt and reinvent themselves to meet shifting needs.



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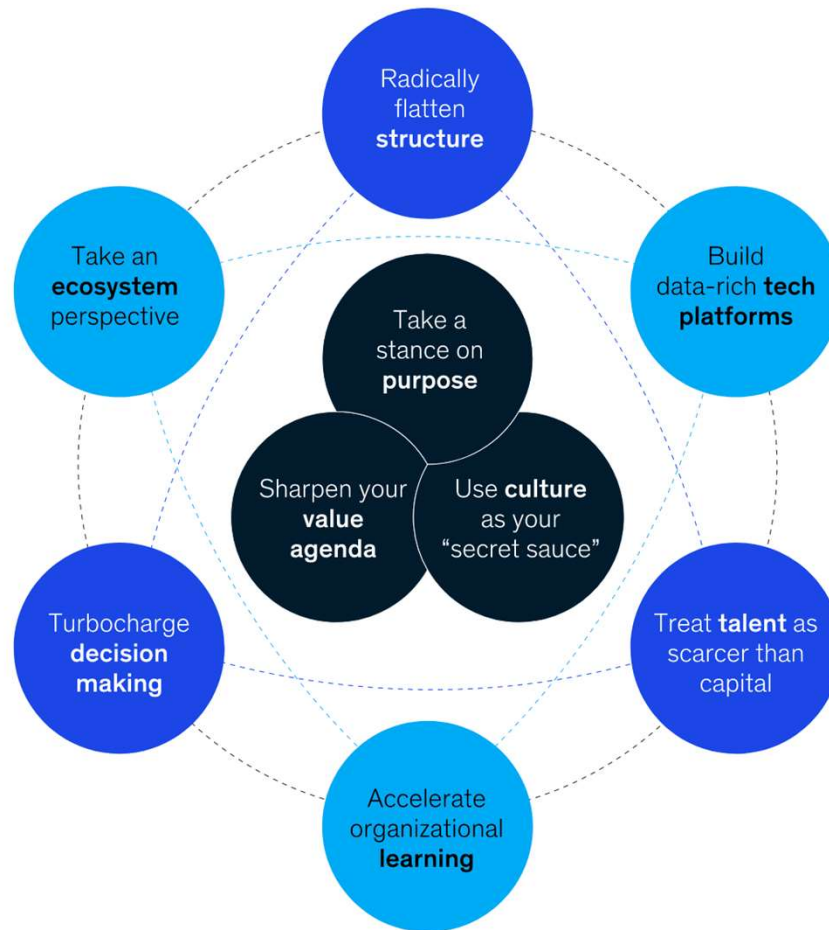
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# Next Steps

1. Recognize which imperatives will impact you.
2. Discuss with your Board.
3. Talk to your WESK advisor.
4. **April 7: WESK Lunch & Learn Series – 5 Mental Health Tips Every Entrepreneur Needs to Know**

## **Questions? Feedback?**

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