



# Navigate through the COVID-19 storm...

The essential 10 P's!



# Zooming in on Tourism

Sharing Client Success Stories – thinking “outside” of the “tourism box”



# Intro

[My story – see my bio link in resource slide](#)

## OUTLINE

- The Outlook
- The Numbers
- *Check in – Welcome Poll Results*
- What we need to remember
- **The essential 10 P's**
  1. Positivity
  2. Perspective
  3. Plan
  4. Pragmatic – Client success story
  5. Pro-active – Client success story
    1. *Check in – SME ideas in ChatBox survey*
  6. Prioritize
  7. People
  8. Persistence
  9. Possibility – Client success story
  10. Partnerships
- *Check in – SME ideas Results*
- Q&A & Thank you
- Summary
- Helpful links , additional resources & tips





“

**Don't try to sail your ship now by how the wind is going to be in three days.  
You have to sail with the winds as they are now.**

**Unknown**

# The Outlook

- **COVID-19 IS HERE TO STAY!** – it is the way we live now and it is fluid – much remains unknown!
- Balancing it all – COVID-19 is a **Health** Crisis. It is an **Economic** Crisis. It is a **Social** (wellbeing) Crisis. It is a **Human** (Rights?!) Crisis.
- *Doing business, strategizing, planning and operating in the old way, using only traditional methodologies and models (although proven successful in the PRE-COVID world) may now become obsolete in the POST-COVID world. We have to adapt and think outside of the “tourism box” as to reframe the future of travel now.*
- Tourism is a guaranteed safe harbor no more - We will have to change in order to cope!
- Travel will return when the time is right, but it will look very different...
- Tourists will however continue to buy an “experience”.
- This is a “new normal, black swan event, this is unprecedented times” **#weareallinthistogether #savetravels**
- **What does this mean for us as SME’s in the Pacific? Where do we find hope and inspiration?**
- **The essential 10 P’s are here to help navigate!**
- **BUILDING BACK BETTER**

# The Numbers



**The timeline for lifting restrictions will make a big difference. What these figures make clear is that whenever restrictions are eased, large impacts are already now unavoidable.**

Image: UNWTO

# Check in – welcome poll feedback results

Do you have all the resources/tools/support you need to successfully navigate through the COVID-19 storm?



**We must free ourselves of the hope that the sea will ever rest. We must learn to sail in high winds.**

**Aristotle Onassis**



# What we need to remember – global observations



- **Economy:**

1. The risk of the False Economy – shadow or “Zombie Jobs”. What happens after Sept?
2. Aviation & Hospitality recovery timelines differ across countries.

- **Travel Bubbles (a new world of “air bridges”, “free travel zones” & “corona corridors”)**

1. Reality – Unprecedented global travel collapse.
2. Trans Tasman or Pacific Bubble - Not immediately likely – most of us rely heavily on the Australian and NZ markets.
3. BUT, you cannot not sail!

- **South Pacific Picture**

1. We are different! (no/little domestic market, little government assistance) – see BLP [‘Coming out the other side’ as a better Tourism SME](#)
2. **The Pacific is resilient and blessed with an abundance of natural resources, traditional and custom culture that keeps our people together and motivated during crisis’s.**

# Global observations (continued)



- **Global Traveller Trends**

1. Safety, health & hygiene first – become a COVID-19 Responsible Operator – **work with me or another approved BLP advisor to help guide you through what can be done for your SME!**
2. Flexibility (booking terms & conditions as well as cancellation policies) essential!
3. Value for money (travel will become more expensive, luxury options more affordable...).
4. Green transition. A clear traveler preference post COVID-19 will be sustainability!
5. Digital transformation – adapt or die! See BLP [Tech Advice for remote working and business development in the Pacific Islands & Digital Transformation in the Pacific](#)
6. State (government regulatory responses), cultural & behavioural changes.
7. We may (at least initially!) lose the mature traveler, the business and group traveler, school trips, cruises, religious and wedding travel.

- **Barriers**

1. Quarantine requirement & insurance protocol's – Politics?!
2. 2<sup>nd</sup> & 3<sup>rd</sup> waves.... confidence in destinations to keep travelers safe. **Are we really ready?**



“

**The pessimist complains about the wind; the optimist expects it to change;  
the realist adjust the sails.**

**William Arthur Ward**

# The essential 10 P's



## 1 POSITIVITY

1. Realistic – Knowledge is power....
2. What personal routines keep you going?
3. There is always hope & inspiration!
4. Your personal wellbeing and positive psychological responses to COVID-19 is critical!

## 2 PERSPECTIVE

1. Seeing the bigger picture, bird's eye view...
2. Intelligence - staying informed and doing research!
3. Knowing your trends, global responses and recommendations gives your SME a competitive advantage – make this your business even if it never was before! Share this with your customers!
4. **Constantly consider what happens not just today, but tomorrow and beyond!**



**Whenever your preparations for the sea are poor, the sea worms its way in and finds the problems.**

**Francis Stokes**

**The art of the sailor is to leave nothing to chance.**

**Annie Van De Wiele**

# 3. PLAN

There is nothing like a pandemic to bring the importance of adaptive and innovative business continuity planning into stark focus!

1. **Rethink Strategic Planning:** COVID-19 focus - see BLP [Essential strategic planning tools for your business](#)
2. **Rethink your Business Plan:** COVID-19 focus – see BLP <https://about.businesslinkpacific.com/wp-content/uploads/2020/05/BLP-Business-Plan-Checklist-1.pdf>
3. **Formulate a COVID-19 Recovery Plan** - We are still in “response phase” but we must start recovery planning now! – **Join me for a future Webinar on this or let me help you formulate your plan**
4. **Focus on Finance Planning** – see BLP [Managing cash-flow in a crisis](#)
  - Cash-flow management – CASH IS KING
  - Bare Bones Expenses – see BLP [SME Finance in times of crisis](#)
  - Short term survival is now turning to medium term survival as borders remain closed
5. **Compile a Mental Health Strategy** – both a major challenge and opportunity – **Join me for a future Webinar on this or let me help you formulate your strategy**
6. **Emergency Communications Plan** – *Do you have one?*
7. **Re-negotiate EVERYTHING** - especially now that the virus is evolving and staying longer....
8. **Creative COVID-19 Business Continuity Planning** – **RESPOND, RECOVER, THRIVE** – see [BLP's new Essential Business Tool](#)



**I am not afraid of storms for I am learning how to sail my ship**

**Louisa May Alcott**

**However bad the storm you are in, there is still sun  
somewhere over the horizon**

**Ken Nutt**

# 4. PRAGMATIC



## We hear about a client success story – Sharon joins us from Friendly Islands Kayak Company

1. Problem solving essential to successfully weather the COVID-19 storm.
2. You have no choice but to think outside of the COVID-19 box!
3. Be creative and challenge everything!





“

**It is not the ship so much as the skillful sailing that assures the prosperous voyage.**

**George William Curtis**

# 5. PRO-ACTIVE



## We hear about a client success story – Axel joins us from Whale Waters Tonga

1. Flexibility and adaptability crucial! Be pro-active in finding creative solutions!
2. A “can-do” attitude coupled with being a driver of change is needed.
3. Recognize the “Circle of No Control” – acknowledging that you cannot control everything (for sure not this pandemic!) – we can only control how we respond...



**Check in –  
what ideas did you implement as  
operator in the Pacific to help  
weather the COVID-19 storm in  
your SME?**

Pop your answer in ChatBox for us to review



Life's roughest storms prove the strength of our anchors.

Unknown

**A smooth sea NEVER made a skilled sailor.  
John George Hermanson**

# The essential 10 P's (continued)



## 6. PRIORITIZE

1. First things first - Be brutal in priorities!
2. Month to month marketing plan – see BLP <https://about.businesslinkpacific.com/wp-content/uploads/2020/05/BLP-Marketing-Plan-Checklist-1.pdf>
3. **Product (11<sup>th</sup> “P”?)** review & development
4. Critical question tips – **STOP, START, CONTINUE** see resources slide at end of presentation

## 7. PEOPLE

- People first! Most important asset and resource.
- Constantly communicate & engage.
- Crisis leadership tips – **see resources slide at end of presentation**

## 8. PERSISTANCE

- Resilience – survival of the fittest! Work towards a new equilibrium!
- **RE-ASSESS, RE-IMAGINE & RE-INVENT**
- Change & transformational management
- Inspiring continuous communications plan – adapted as COVID-19 changes!
- **Patience (12<sup>th</sup> “P”?)** Two steps forward, one step back!



**Waves are not measured in feet or inches, they are measured in increments of fear...**

**Buzzy Trent**

**Without patience, a sailor I would never be.  
Lee Allred**



# 9. POSSIBILITY



## We hear about a client success story – Jenny joins us from PNG Highlands Adventures

1. Ferociously face your fears! Be a trooper, be a warrior, be a sailor!
2. Innovate & create – this is a new world, teeming with possibilities and opportunities. **Go find it!**
3. Be inspired and take chances! **If not now, then when?**



“

**A ship is safe in harbor but that's not what ships are for!**

**William G.T. Shedd**



# 10. PARTNERSHIPS



## COLLABORATION

- “Globalism” “all together now” #weareallinthistgether
- Example – incredible global collaboration to find a COVID-19 vaccine.

## CONNECTION

- Coordinate connections within region, country & South Pacific.
- Unconditionally support destination recovery, if the destination succeeds, you succeed. (Global!)  
Competition will be fierce on the other side!

## COMMUNICATION

- Share regional and local stories via all communication channels. Your actions now will have a strong impact later.
- A word of caution... be careful to not promote/sell too heavily now, it may be misunderstood and seen as insensitive.

# Check in – ChatBox SME ideas results

What ideas did you implement as operator in the Pacific to help weather the COVID-19 storm in your SME?



**Q & A**  
**Thank you!**

# Summary



**There is a new normal out there!**

- Yes it is challenging, and yes we do not know how it will look on the other side, but we know it will be different
- We have to adapt, be creative and think outside of the tourism box!
- We know once this is under control, people will travel again.
- We know there is always hope and opportunity!
- By focusing on the **essential 10 P's right now**, it will help us as SME's in the Pacific to align, cooperate and focus to reframe the future of travel.

**This is the time for the human race to step up and be better.**

#weareallinthis together #savetravels

**#buildingbackbetter**

**Still need help? Contact an approved BLP Business Advisor in your area to help you navigate through the COVID-19 storm**





The Stone Age did not end because we ran out of stones. It ended when alternative options opened up for humanity

Steven Chu & Arun Majumdar

Now bring me that horizon...

The last line from Pirates of the Caribbean

# Helpful Links

- **Dive Munda Consulting**  
<http://www.divemunda.com/divemundaconsulting>  
<https://businesslinkpacific.com/organizations/345-dive-munda-covid-19-human-capital-consulting-services-solomon-islands>
- **BLP Webinars** [https://about.businesslinkpacific.com/news\\_and\\_updates/webinars/](https://about.businesslinkpacific.com/news_and_updates/webinars/)
- **Client stories**
  1. Friendly Island Kayak Company <https://www.fikco.com/>
  2. Whale Waters Tonga <https://www.facebook.com/whalewatersretreat/>  
<https://axfactordive.com/dive-courses/>
  3. PNG Highlands Adventures  
<https://www.pnghighlandsadventuretours.com/>

# Additional resources & tips

## Critical Questions

- 1. STOP**
  - What do I need to stop with immediately? What no longer makes sense in the Coronavirus world?
- 2. START**
  - What do I need to start? What opportunities can I capitalize on now for my SME that is created by the COVID-19 crisis?
- 3. CONTINUE**
  - What do I continue with? What can still work well during these pandemic times?

McKinsey & Company ([www.mckinsey.com](http://www.mckinsey.com)) did some groundbreaking work on how to get ahead of the next stage of the Coronavirus crisis with a plan-ahead team, using the 5 frames below:

1. Get a realistic view of your starting point;
2. Develop scenario's for multiple versions of your future;
3. Establish your position and broad direction of travel;
4. Determine actions & strategic moves that are robust across all scenarios;
5. Set trigger points that will drive your SME to act at the right time.

## Crisis Leadership Tips

- Re-affirm your SME's TRUE NORTH – What is most important and why is that valuable to protect now?
- Be true to your value proposition – Stand by your SME's core values, culture and strategy. Know your worth and lead (communicate!) by example.
- Your leadership style is your superpower! **Think:** Resolve, Resilience, Return, Re-imagine and Reform!
- Communicate, Communicate, Communicate! – this builds trust through the transformation process.
- Motivate staff to continue to just “rock-up” fully – the show must go on, even if it looks completely different. A leader needs to be transparent and build momentum, not fear.
- Strive to stay as close to the (new?!) “normal” as possible – Balance Panic and Paralysis – keep your workplace **mental health strategy** close by!
- Be bold and embrace risks – playing it safe does not always work in a crisis – leadership here requires innovation, “thinking outside of the historic tourism box” make quick and efficient decisions and take calculated risks.