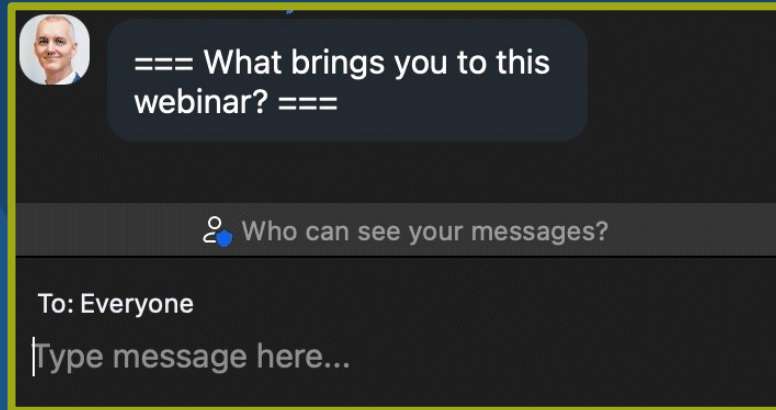


Strategies for Recession Survival

Richard Lawrence & Peter Green, co-founders, Humanizing Work



humanizing
WORK

WHAT WE'RE FACING



How are you seeing individuals, teams, and orgs around you respond to this?

THE NATURAL RESPONSE

SCARCITY
FEAR
THREAT


ABUNDANCE
OPTIMISM
OPPORTUNITY



HBR: ROARING OUT OF RECESSION

**SCARCITY
FEAR
THREAT**

**CUT
COSTS**


 **Harvard
Business
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Recessions | Roaring Out of Recession

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by Ranjay Gulati, Nitin Nohria, and Franz Wohlgezogen

From the Magazine (March 2010)



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**ABUNDANCE
OPTIMISM
OPPORTUNITY**

**GET
AGGRESSIVE**

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**CUT
COSTS**

**GET
AGGRESSIVE**

BALANCE & FOCUS



**CUT
COSTS**

**GET
AGGRESSIVE**



RELATIVE GAIN



KEY PRODUCT OWNER MOVES



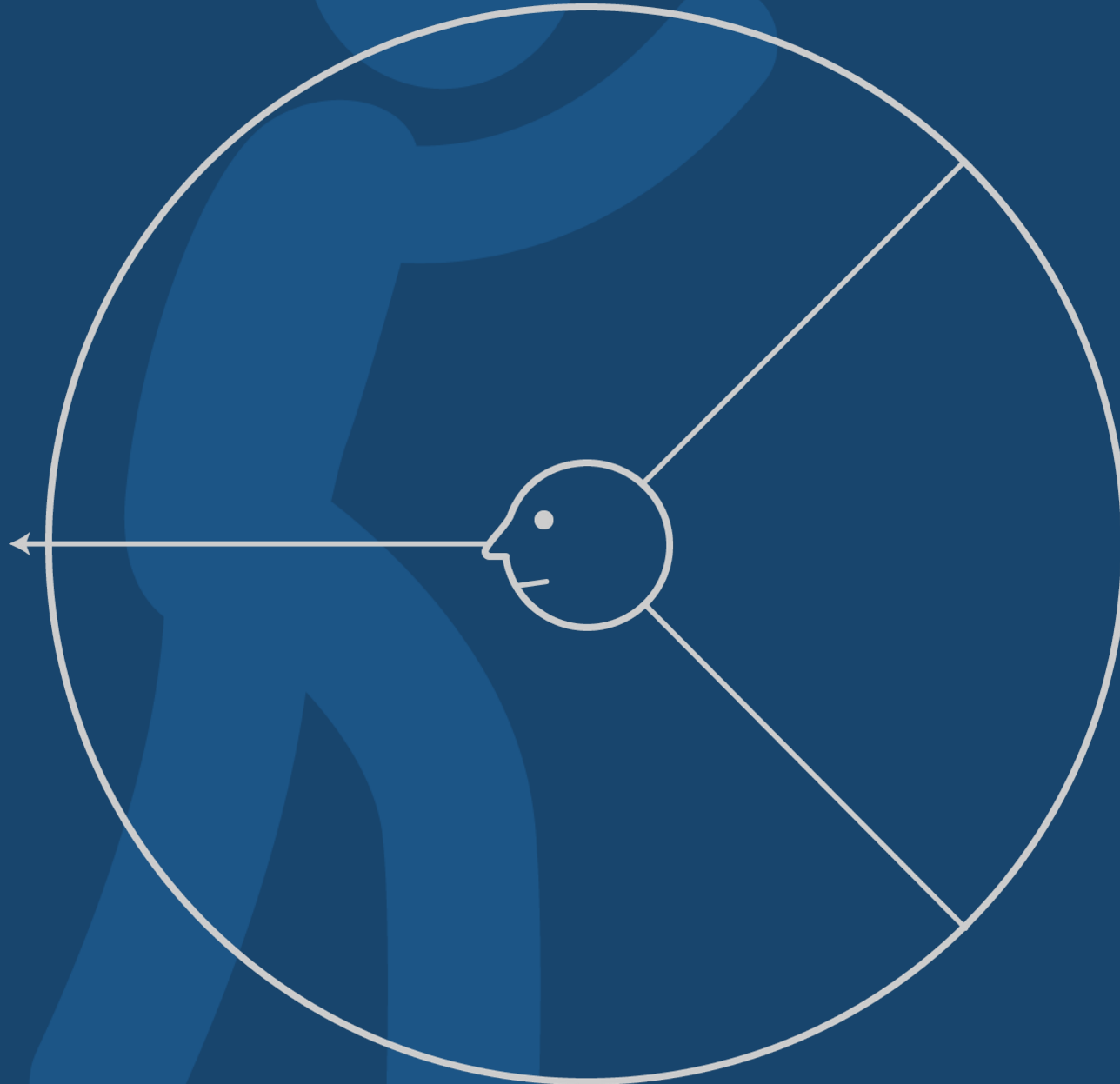
USE CAPACITY WELL





REQUESTS AND OPPORTUNITIES

TEAM CAPACITY

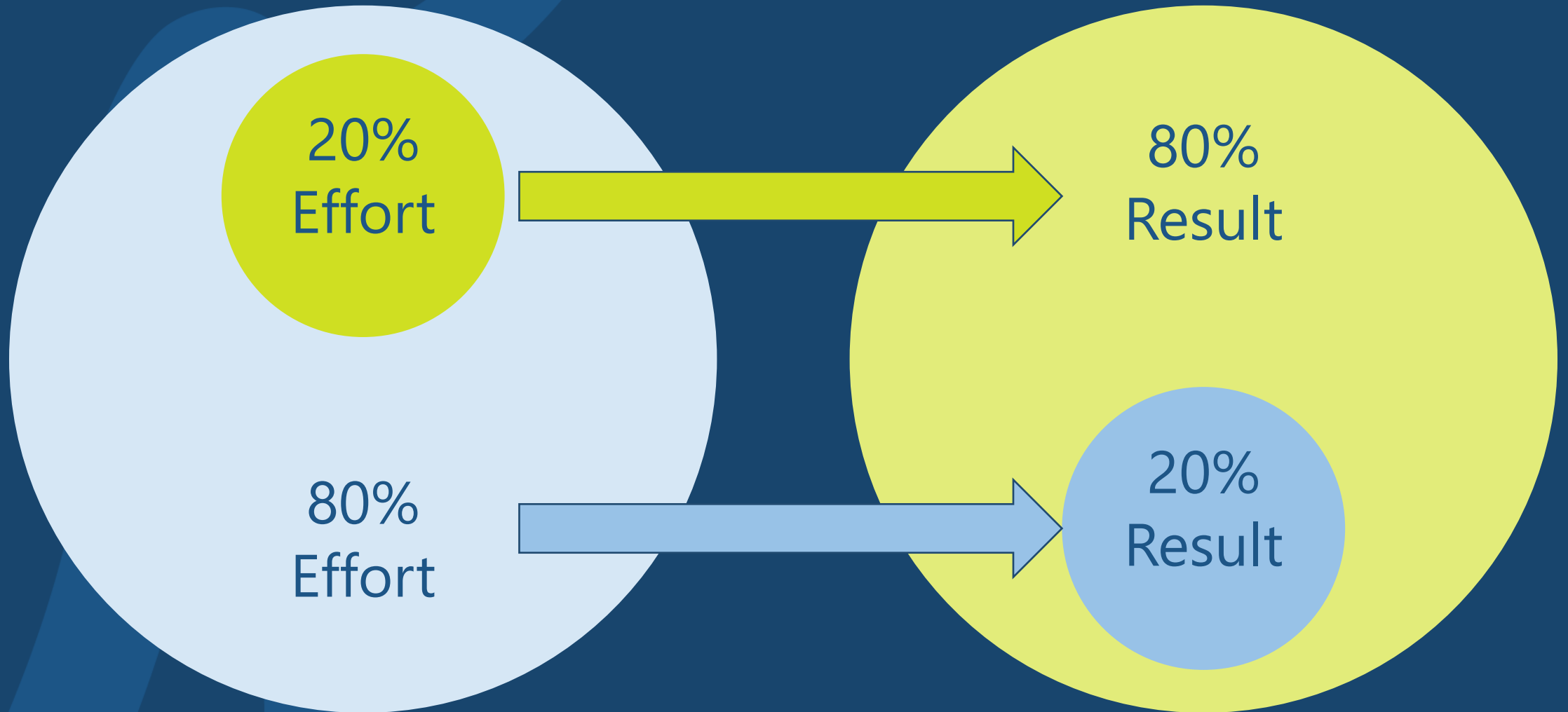


UNDERSTAND CUSTOMERS



Customer & Situation		
Jobs To Be Done	 Individual	 Social
 Functional/ Tactical	<i>Practical things I want/need to accomplish or make progress on</i>	<i>Practical things I want/need to help others accomplish or make progress on</i>
 Psychological/ Emotional	<i>Things I want/need to do related to my internal state (i.e. how I feel or think)</i>	<i>Things I want/need to do to affect others' internal state (including how they think about me)</i>
Pains	<i>While attempting to accomplish the jobs above, I experience the following frustrations and friction</i>	
Gains	<i>Accomplishing the jobs above would enable me to reach the following outcomes or aspirations</i>	

SLICE THE WORK TO MAXIMIZE VALUE



RUN EXPERIMENTS



BARBELL INVESTMENT STRATEGY

CONSERVATIVE

AGGRESSIVE



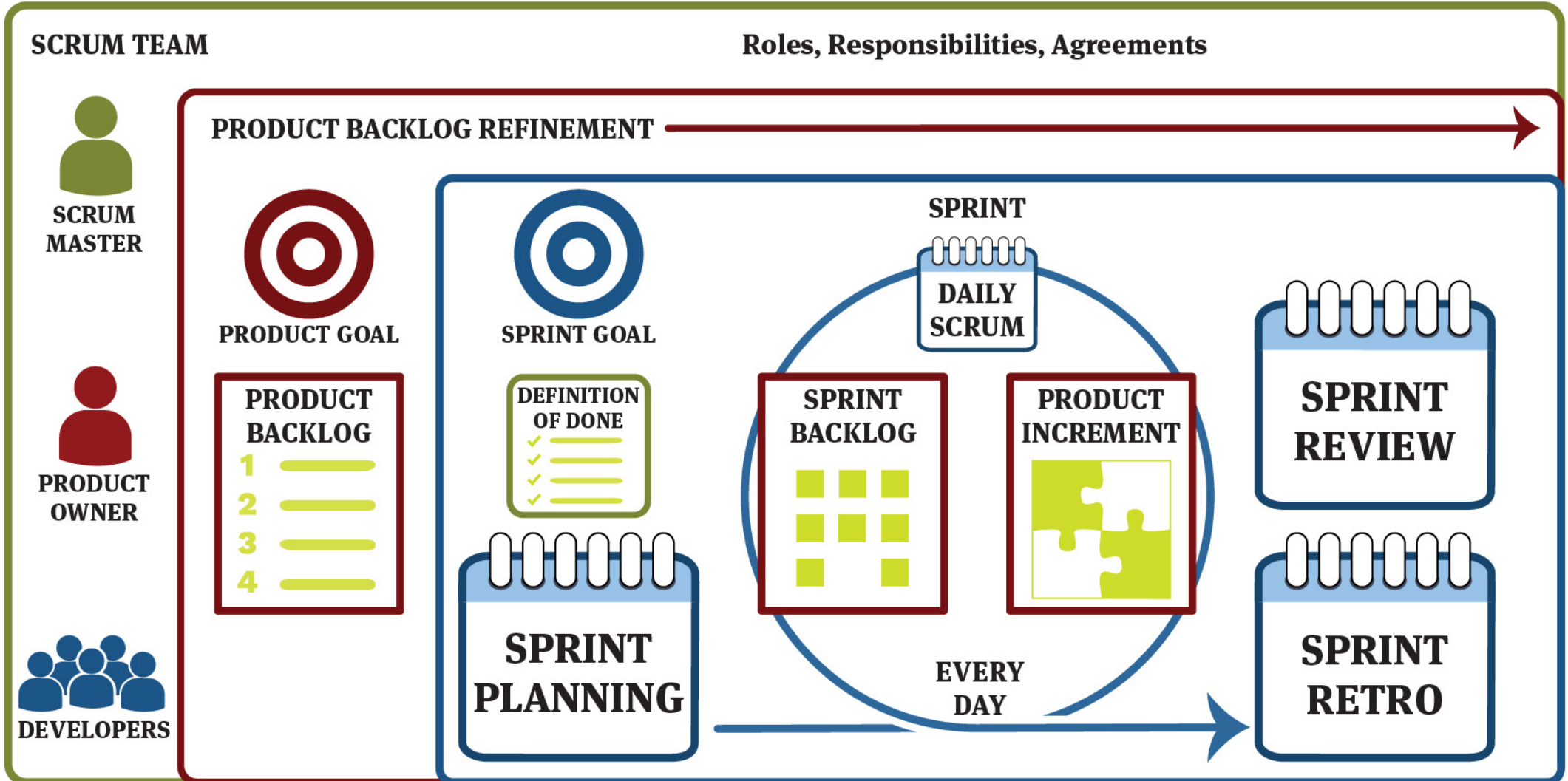
KEY AGILE TEAM MOVES



PO MOVES ONLY MATTER IF...



OPTIMIZE FLOW & ELIMINATE WASTE



STAND OUT

ORGANIZATION

AS A TEAM

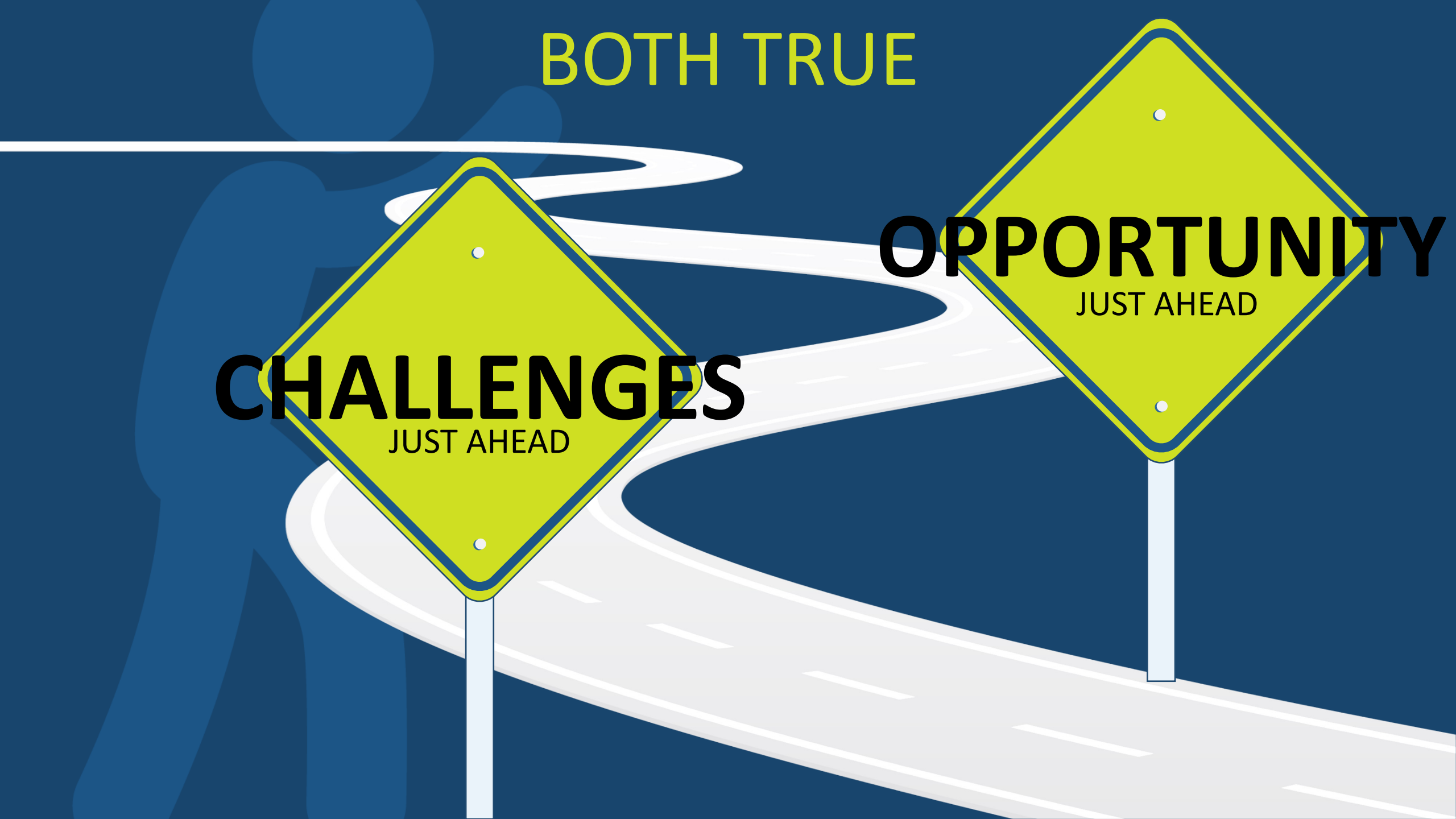
INDIVIDUALLY



BOTH TRUE

CHALLENGES
JUST AHEAD

OPPORTUNITY
JUST AHEAD



HOW WE CAN HELP

FREE

AT COST
Currently
Unemployed?

DISCOUNT
Online Courses

PARTNER

TEAMS



MANAGERS



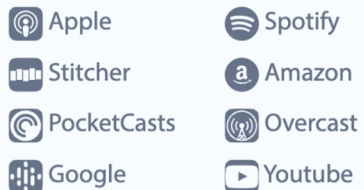
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