

Business resilience

BY ANGEL DIAZ-MAROTO

“Everything that happens in this talk is fiction inspired on reality. Yet, I encourage you to take the most out of this reflective experience”

- ANGEL DIAZ-MAROTO-

If crisis are always an opportunity, why to wait for a crisis? Create your own.

A bank in Argentina

THE THREAT:

CHANGE OF GOVERNMENT

THE SIMULATION:

**STRONG CURRENCY DEVALUATION
LIQUIDITY ISSUES
PRIVATIZATION OF THE BANK**

THE OUTCOME:

**COMMUNICATION PLAN. ACCESSIBLE
INVESTMENT IN COMMODITIES AND
CRYPTO CURRENCIES.**

An insurance company in Lithuania

THE THREAT:

FORMER EMPLOYEES FOUNDING INSURE-TECHS.

THE SIMULATION:

**A NEW INSURE-TECH COMPANY IN THE
BALTICS OFFERS FREE CAR INSURANCE
POLICIES TAKING 60% OF OUR MARKET
SHARE IN ONE WEEK**

THE OUTCOME:

**AN AUTOMATIC AI SYSTEM IS LEARNING
HOW LOW CAN WE PRICE OUR INSURANCE
POLICIES TO OFFER AFFORDABLE SEASON-
BASED INSURANCE POLICIES**

Your business

The threat:

...

Why to care?

New threats

Bigger impact

Ripple effect

Agility is not enough

Frequent disruptive changes in the market
will be the new normal.

Framework to build resilience and spark disruptive innovation

Process

Resilience, as an strategy to absorb
disruptive changes in the industry.



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How?

What?

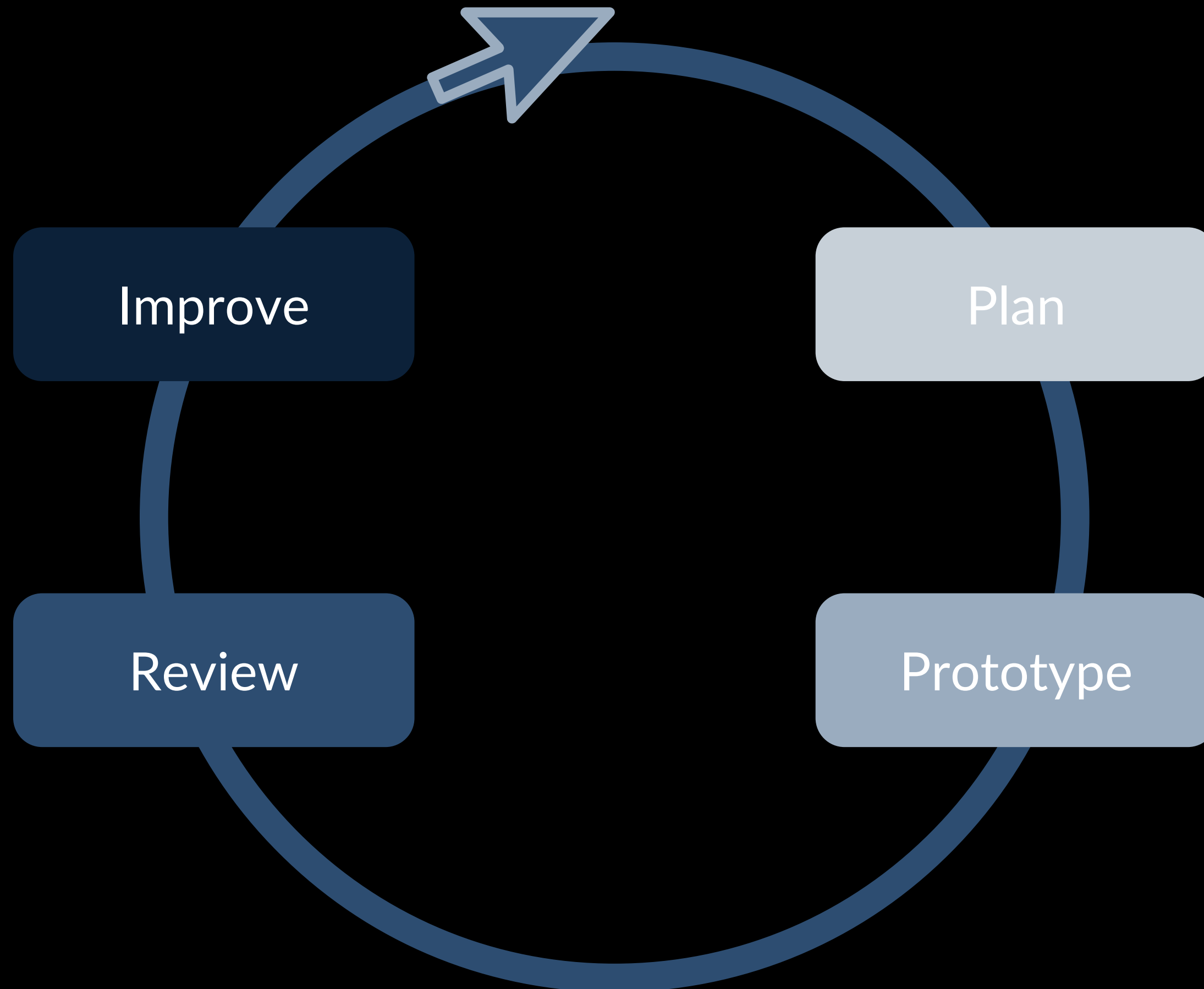
A framework for Drastic Change Simulation to build organisational Resilience



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SIMULATION PREPARATION:

WASPS CYCLE



Reputational

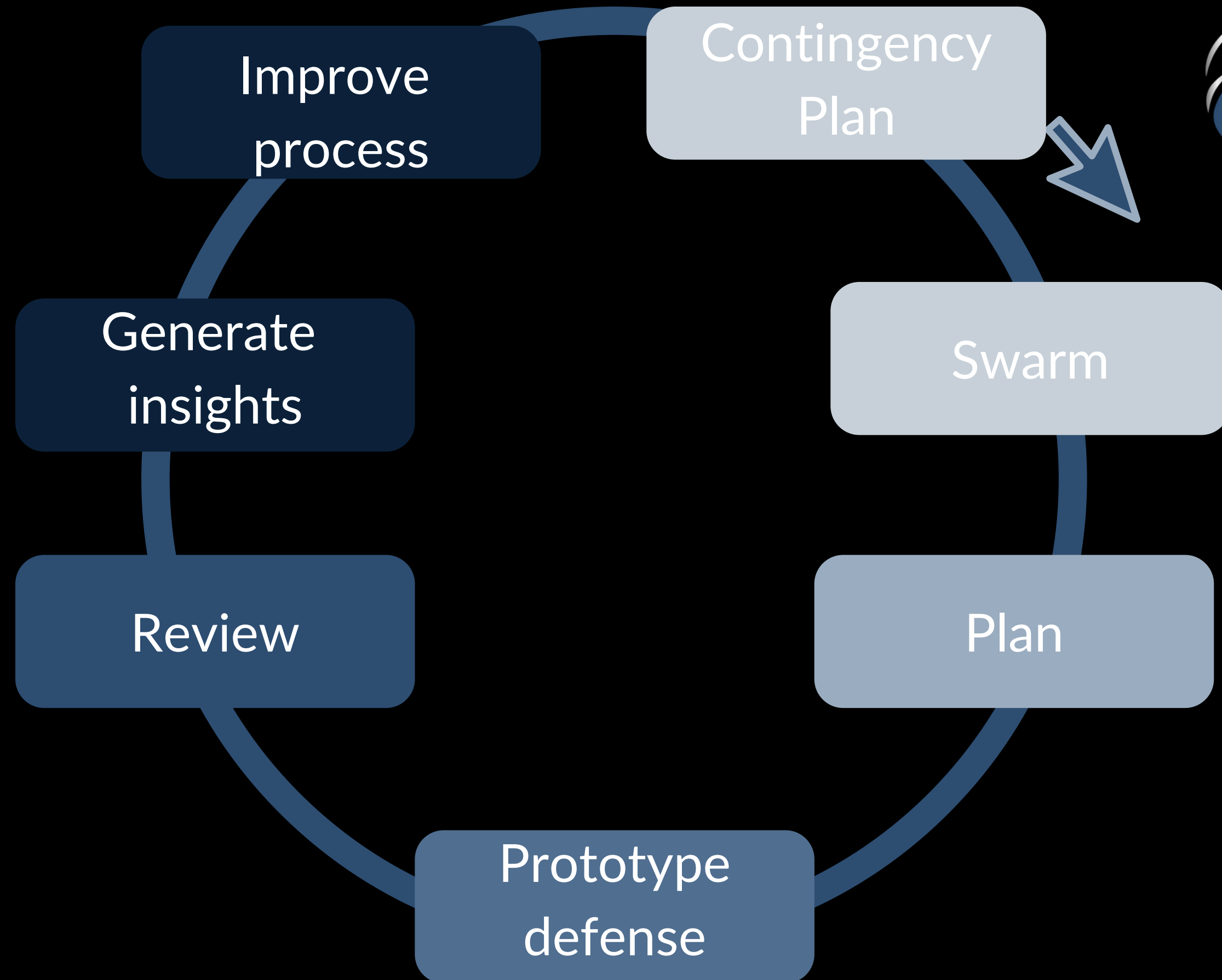
Economic

Human

Operational

***. Do not try to guess the most probable scenario but the one that grows more resilience capabilities in the organisation**

BEEES CYCLE



Reputational

Economic

Human

Operational

*. Identify patterns and good practices that can/should be deployed in the organisation as an improved contingency plan

Identify insights and opportunities for disruptive innovation

STRUCTURES

LEARN HOW TO SWARM

Form targeted cross-functional cross-department or even cross-organisation crisis recovery teams.

Large organisation as well connected farms of diversified Startups



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LEADERSHIP

AFFIRMING, INCLUSIVE AND HUMBLE LEADERSHIP

- Collaboration



- Acceptance



- Optimism



- Long term thinking



- Solution Focus



- Belonging



- Purpose



- Shared responsibility



- Trust



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@angeldiazmaroto



ANGEL DIAZ MAROTO

Certified Scrum Trainer (CST) Certified Enterprise Coach (CEC) & Certified Agile Leadership Educator (CALE) by the Scrum Alliance. Professional Certified Coach (PCC)

DM AGILE COACHING

Founder, coach & trainer

@angeldiazmaroto

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