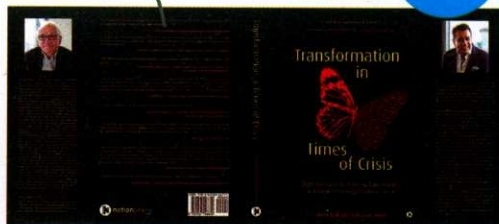
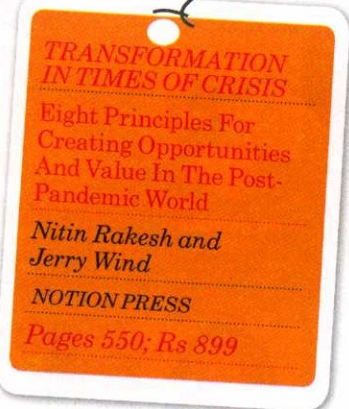


# HOW TO SKIP OVER THE COVID PUDDLE

LEAD REVIEW

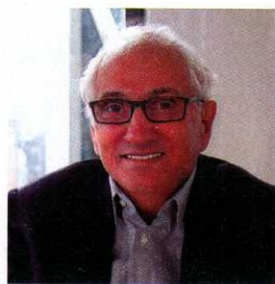


An IT leader and a marketing guru create a gospel for crisis riddled enterprises who wish to sail through the tsunami in the marketplace **By Kavi Bhandari**

**I**T WAS PERHAPS, not surprising at all that *Transformation in Times of Crisis - Eight Principles for Creating Opportunities and Value in the Post-pandemic World* should have been released virtually. The book was launched on 3 December 2020 while a pandemic raged across the world, turning life topsy turvy and disrupting a rhythm mankind had grown used to.

As the authors point out, when the pandemic spurred enterprises to reshape many aspects of their businesses, the biggest learning that emerged from these uncertain times was moving from “omni-channel” to a “Digital-First” and, in many cases, a “Digital-Only” business model. The book was obviously written during this turmoil that began at the fag end of 2019, when most businesses were suddenly confronted with the challenge of coping with this “new normal”.

The book is a joint endeavour of Nitin Rakesh,



**THE AUTHORS:** (left) Jerry Wind, Professor of Marketing, Wharton School (right) Nitin Rakesh, CEO, Mphasis

CEO of Mphasis and an IT industry leader and Jerry Wind, Lauder Professor Emeritus and Professor of Marketing, Wharton School of the University of Pennsylvania. In his foreword to the business management and leadership playbook for trying times, marketing guru Philip Kotler says, “I wish I had written this book”.

Kotler, a former professor of the Kellogg School of Management of the Northwestern University, then dwells on the ten

tools the authors consider necessary to swim against the tide, when a crisis strikes. The ten mantras that form the smart acronym ‘SCAMPER’ are “substitute, combine, adapt, modify, put in another use, eliminate and reverse”.

Rakesh and Wind, as the title of their book suggests, obviously are referring to survival strategies for enterprises that suddenly find all the tried and tested norms of business overturned by a crisis. In the introduction to their treatise, they say, “For anyone who

has grown dependent on the predictable patterns of the past, the choice is simple: Transform yourself or be destroyed.”

Fortunately, the authors admit, “destruction is hardly the only option” since every crisis “contains the seeds of opportunity”. These are words most of us have heard frequently through 2020, but *Transformation in Times of Crisis* offers readers more than homilies. It suggests strategies for survival.

With the world around us changing so rapidly, the pandemic induced disruption came as a tipping point for everyone in the ecosystem. The idea behind the management treatise is to share some best practices, learnings, opinions and experiences. The book offers an adaptive, practical guide to capturing opportunity in the midst of crisis. These strategies are codified in eight key principles that could add value to a business, both now and future.

The authors synthesise and put together examples from across businesses in different sectors of varying sizes, maturity levels, as well as legacy firms and digital natives. They attempt to develop a step-by-step guide on how businesses may defend themselves, transform and thrive in these turbulent times and beyond.

The book combines Jerry Wind’s analytical insights as a seasoned academic and Nitin Rakesh’s holistic outlook as an IT industry leader to churn out a bible for sailing through tough times. **BW**