



Dear colleagues,

As we begin to break the surface on a post-COVID world, questions and uncertainties abound. In an effort to help make sense of our new reality and ensure we are proactively sharing our latest knowledge and insights, we are launching a weekly digest for our core communities, including clients, alumni, and staff. You will automatically receive these updates, and we hope that you will find these perspectives useful in the months ahead.

This email is the first in a series that will arrive in your inbox every week from me or one of my BCG colleagues. Maintaining close connections with leaders around the world feels more important to me today than ever before. Even though we are more distant from one another physically, I feel we are much more connected as we adapt to this health crisis and dramatic disruption to the global economy. I'm pleased to share some of our [perspectives and insights](#) with you, along with some personal reflections, as we work together to shape a new reality.

One of the most pressing issues is how to [restart the economy](#) safely, effectively—and without having to shut it back down again in the near future. As we move into this next phase, we'll be counting on governments to provide clear guidelines and oversee the smart execution of prudent timelines and new processes. But progress also depends on the resilience and adaptiveness of business, something we've talked about at BCG for quite a while but whose importance is now front and center for all of us.

This is a fight—a fight against the virus and a [fight for our future](#). Businesses

have to prepare themselves for a battle that isn't about a one-time change but instead consists of ongoing shifts and the ability to rapidly evolve. Over a year ago, I coauthored an article on winning the '20s. In it, we discussed the imperative to increase the rate of learning, arguing that advances in artificial intelligence and dramatic increases in data would create a source of competitive advantage for organizations that could draw better insights, rapidly translate those insights into action, and adapt those actions in real time to continually drive greater impact.

We described this imperative as playing out over the course of this new decade, but COVID-19 has collapsed this timeline from years to months and weeks. Right now, we need to build control towers to rapidly adapt to a virus that will rear its head in unexpected places, quickly understand and react to [changing customer behavior](#), and adjust offerings and restructure businesses to reflect new conditions around the world. We must also build new, resilient models—from supply chains to balance sheets—that reflect the greater uncertainties in the world.

I wish we could all be thinking about how to get back to normal, but we will be far from normal for many months to come and instead must look to lead in a new reality. At BCG, we'll work through the toughest decisions with you as the post-COVID world starts to emerge. Learn more [here](#) about leading in this new reality and creating advantage through resilience as well as other priorities we think leaders should be focusing on now. I'm including more insights below—ideas that I hope you'll find helpful as we navigate through these complex times.

And as we all know, sometimes a conversation to talk through an issue is worth more than lots of emails and written perspectives. If you want to connect, please reach out to us. My colleagues and I value your trust in us and would be delighted to engage with you on the difficult and sensitive issues you are wrestling with. We may be apart, but we are in this together.

A handwritten signature in dark ink, appearing to read "Rich", with a stylized, cursive script.

Rich Lesser

President & Chief Executive Officer



COVID-19: Win the Fight, Win the Future

The fight will be long. Businesses and society must plan for multiple scenarios to survive the crisis and emerge stronger.



Leading Out of Adversity

Survival is top of mind today for many companies, but thriving is the long game. That calls on leaders to respond to a new environment, a new customer, and heightened societal expectations. Here are five imperatives for adapting to and shaping the post-COVID world.



Navigating the COVID-19 Crisis: Scenarios and Strategies for Business Leaders

The insights we're sharing with clients include scenarios about the disease's future progression, evolving consumer-spending patterns around the world, and strategies to help businesses succeed at each stage of coronavirus crisis management.