Coronapreneurship

How Entrepreneurs Manage An Exogeneous Shock To Their Business.

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Adopt Systems Thinking

Dr. Per Bylund’s Systems Thinking Approach.

Look Upstream:
- Help suppliers
- Communicate your needs (“get on the phone”)
- Collaborate

Look Downstream:
- Help customers
- Facilitate value for them
- Find unique ways to serve
Look Across The Ecosystem

- Creativity and Collaboration
- Cash Flow Management
- Contingency Planning
- Look For New Growth Opportunities
Keep A Positive Attitude

- Imagine a better future
- Agility and adaptation
Listen and Engage!

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