



PLANNING FOR BUSINESS SUCCESS AFTER COVID-19



INTRODUCTION

Bâton Global (B|G) partnered with a major regional chamber of commerce facing economic upheaval due to COVID-19. The goal was to devise industry-specific playbooks and holistic advice for businesses of varying sizes to navigate the crisis effectively.



THE STORY

This economic and community development organization is dedicated to driving economic growth and opportunity in its region. It brings together businesses and community partners to foster a vibrant economic environment where commerce, investment, and quality of life flourish.



THE CHALLENGE

Amidst the pandemic, the client sought B|G's assistance to offer targeted guidelines for diverse industries and businesses. This goal necessitated prompt research, stakeholder engagement, and the creation of a public website to provide essential insights and strategies during the economic downturn.



THE CHOICE

B|G conducted comprehensive research, benchmarked international practices, and gathered community feedback. This approach led to the development of industry playbooks, risk assessment tools, and general functional guidance. Leveraging digital approaches, the team facilitated quick content delivery, establishing the client as a trusted resource for businesses and earning recognition from various stakeholders. The collaboration ultimately enabled swift responses to economic challenges, positioning the client as a key driver of regional growth amid adversity.

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One of the largest regional chambers of commerce in the United States faced a pressing challenge due to the severe economic disruption of COVID-19. Seeking to provide tailored guidance to various industries and businesses of varied sizes amidst the crisis, the client engaged **Bâton Global (B|G)** for assistance. The objective was to develop comprehensive and sector-specific playbooks offering digestible advice, aiding business owners in making informed decisions.

B|G initiated the project by conducting thorough research, benchmarking international best practices, and gathering insights from peer cities, government authorities, and health departments. They additionally facilitated community feedback through surveys and focus groups with stakeholders. Leveraging this data, B|G worked closely with the client to create a public website, encouraging ongoing updates and content enhancements.

The engagement progressed into the development of industry playbooks, a risk assessment framework, and general functional guidance that address specific business needs during the pandemic. B|G's involvement extended to the creation of a public forum, allowing community members to seek expert advice, and serving as a repository of frequently asked questions.

Recognizing the importance of effective content distribution, B|G proposed an interactive digital approach, releasing all created content through a new microsite on the client's website. B|G additionally emphasized consistent stakeholder engagement, enabling the client to understand evolving business requirements and strengthen regional trust networks.

The impact was significant, with the delivered engagement yielding immediate benefits. Immediate utilization of the delivered strategies accelerated support for regional organizations, and the creation of a comprehensive digital playbook proved instrumental in guiding business through economic recovery. Business leaders, government officials, and healthcare leaders acknowledged the guides as a leading resource, garnering appreciation from business compacts in multiple states.



B|G's collaboration ultimately enabled the client to swiftly respond to economic challenges, delivering crucial resources and establishing itself as a pivotal ally driving regional economic growth amidst the pandemic.

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