

CEO INSIDER

The COVID-19 Crisis: It's Time to Challenge the Status Quo

Mark DeLuzio · CEO Insider · March 31, 2020



Contending with all aspects of COVID-19 is tough, and we're going to take away many lessons from it. It will be a catalyst for change in numerous systems. We often think of businesses in a different way than how we approach running our lives when, in reality, they shouldn't be very different. This pandemic reminds us of just how intertwined life and business are.

We're already witnessing governments, businesses, and educational institutions questioning their systems and processes—and thinking differently about the status quo. With the rapid move to distance learning and working, this will likely have a lasting effect on how we learn and work going forward. It will force companies to ask critical questions, such as:

- Why do we need brick and mortar facilities to conduct business?
- Why are face-to-face meetings required?
- How can we better use technology to improve the costs, efficiency, and lead-time of delivering our products and services?
- How can we open ourselves up to a broader universe of talent by not geographically constraining our employees?
- Is the typical classroom the most efficient and effective way to deliver knowledge and learning?

The Flip Side of Disruption

Though our lives and businesses have been turned upside down, disruption has a flip side. For instance, the iPod made the Sony Discman obsolete and revolutionized the entire music industry. Similarly, Amazon disrupted brick and mortar retail businesses. Can Jeff Bezos rest on his laurels? Absolutely not. Blockchain technology could make Amazon's business model obsolete overnight.

Organizations should always be looking outside their walls and industries to understand the impact of what's happening around them. They should always be challenging the existing state of affairs. Their business model could have to change in an instant due to disruptive technologies or events, such as the COVID-19 outbreak. Companies should never rely on the model that has brought them success to date.

Unfortunately, many businesses may not exist in ten years because they failed to look ahead and think differently. Did anyone ever conceive that GE would no longer be a member of the Dow Jones Industrials? If we traveled back in time with this information, people would be shocked.

Planning for Contingencies

We are set up for the normal flow of things, and rarely do we think about contingency plans and the flexibility of our systems. For example, COVID-19 events have revealed just how weak our healthcare network is relative to its ability to handle a crisis. Although COVID-19 has understandably grabbed the nation's current attention, how many of us realize that our U.S. healthcare system is responsible for an estimated 1,400 needless deaths per day due to medical errors and infections? Are we accepting this as the status quo? It seems as if we are. Why hasn't this risen to the top of our nation's priorities?

Just as companies are vulnerable to disruptive technologies and events, so is our nation. Beyond COVID-19, our nation's electrical grid and internet infrastructure are incredibly open to attack.

Lean thinking should not only apply at the process level, where we are looking to improve safety, quality, delivery, service, and costs. We need to incorporate this kind of thinking as we focus on the bigger picture as well. Hopefully, the COVID-19 outbreak is only a wake-up call that will shock us out of complacency.

Written by Mark DeLuzio. Have you read? [Antigua and Barbuda Citizenship by Investment Program \(CIP\)](#), [St. Lucia CIP: Saint Lucia Citizenship By Investment Program](#), [Vanuatu CIP: Vanuatu Citizenship By Investment Program](#), [Montenegro Citizenship By Investment Program \(CIP\)](#)

Track Latest News Live on CEOWORLD magazine and get news updates from the United States and around the world. The views expressed are those of the author and are not necessarily those of the CEOWORLD magazine.

Follow CEOWORLD magazine headlines on: [Google News](#), [LinkedIn](#), [Twitter](#), and [Facebook](#). Thank you for supporting our journalism. [Subscribe here](#).

For media queries, please contact: info@ceoworld.biz

0 Comments Sort by **Newest**

Add a comment...

Facebook Comments Plugin

CEOWORLD magazine - Top Stories - CEO Insider - The COVID-19 Crisis: It's Time to Challenge the Status Quo

Like 57 Tweet

SHARE ON FACEBOOK SHARE ON TWITTER SHARE ON PINTEREST SHARE ON LINKEDIN SHARE ON REDDIT SHARE ON VKONTAKTE SHARE ON EMAIL



Mark DeLuzio — known as a pioneer of Lean and the principal architect of the Danaher Business System (DBS)—serves as a trusted advisor to senior leaders in global organizations whose financial and operational metrics have flatlined. Leveraging his unmatched and inventive experience, DeLuzio helps them think differently about how to optimize their approach systemwide. His new book is *Flatlined: Why Lean Transformations Fail and What to Do About It*. Mark DeLuzio, President and CEO of Lean Horizons Consulting, is an opinion columnist for the CEOWORLD Magazine.

VIEW ALL POSTS

Putting Purpose Above Profit: 3 Steps to Drive Long-Term Results in Times of Uncertainty Executive Employment Agreement – An Overview for the Newly-Minted CEO or C-Suite Executive

UP NEXT

Why Group Work Begets Better Teamwork
Leo Bottary · CEO Insider
In my last article, Ode to the Misquoted and Misattributed, I started by using an often-misquoted axiom from Aristotle, "The...

Why it's time we take an honest look at wellbeing
Roxanne Calder · CEO Insider
As a professional recruiter, I interview 100's of job seekers, and the pursuit of well-being and balance is top of...

Prescriptive Policies Undermine the Freedom to Innovate
Lisa Gable · CEO Insider
Chile's recent rejection of a new constitution highlights that democracies do not want to be micromanaged. Chile's proposed constitution

The 5-point plan to build a fantastic reputation
Ros Weadman · CEO Insider
In the global digital 24/7 marketplace of today, reputation is all powerful yet as fragile as a flower. And with...

Why Employee Recognition Needs to be a Part of Your Workplace
Mike Szeszney · CEO Insider
Meaningful employee recognition is a necessary component of a successful workplace. It is necessary to celebrate employee wins as it...

COMPANY INFO

CEOWORLD magazine
5th Avenue, New York, NY 10001, United States
Phone: +1 3479835101 / +1 6465831414
Email: info@ceoworld.biz

RESEARCH

- About Us
- Editorial Staff
- External Advisory Board (EAB)
- Editorial Values And Standards
- Advertise
- Contribute | Write For Us
- Social Media Advisory
- Linking And Reprinting Policy
- Publication
- Subscription
- Our Partners
- Inclusion And Diversity At CEOWORLD Magazine

PUBLICATION

- Big Picture
- Stats Gate
- CEO Insider
- CEO Spotlight
- C-Suite Agenda
- C-Suite Advisory
- Chief Executive Insights
- Business Travel
- Critical Thinking
- Future Of Work
- Executive Insider
- Executive Education
- Wealth Management
- Business Luxury Lifestyle
- Business Transformation

CURRENT ISSUE



OUR PARTNERS



FIND US ON SOCIALS



LET'S STAY IN TOUCH

Receive Updates
Join the 1.7 million+ C-Suite executives and business leaders!

Email

SIGN UP