

FINDING THE NEW EQUILIBRIUM:

CONSIDERATIONS

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It's been over a year of virtual everything. Lately, I've shared my insights on what I've been experiencing as a marketing leader over the course of the pandemic. As the world begins to re-open, it will be interesting to see how we collectively find the right balance of virtual vs. in person activity.

Today, I'm listing some key thoughts to keep in mind as we transition back to in-person, or more realistically, a hybrid model.

1. **CULTIVATE TRUST.**

The shared experience of the pandemic will likely have long-lasting effects. The return to in-person activities will only be as successful as our employees and customers trust us. We need to continue to prioritize their well-being and lead with empathy and decency.

2. **REMAIN LASER FOCUSED ON PURPOSE.**

The crisis has caused our customers to be increasingly socially conscious and hold brands to a higher standard. In a year marked by challenges and social upheaval, successful brands are purpose driven.



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3. HANG ON TO THE ADVANTAGES OF VIRTUAL.

Virtual has been an incredible way to continue with life and get our jobs done while keeping people safe. We have moved the dial significantly forward on what we're able to achieve using technology, for example:

- Virtual events are highly personalized, modular, interactive, and experiential. When planned well, they can be extremely effective.
- Virtual opened a world of accessibility and inclusion that hadn't existed before.
- Virtual delivers both time and cost efficiencies.

4. **FOSTER THE HUMAN ELEMENT.**

Virtual does have its drawbacks. It's more difficult to foster the human element from behind a computer. As Covid precautions ease, we need to look for opportunities to:

- Nurture the “collaboration quotient” to bring talent across the organization together to communicate, innovate and remain agile.
- Reintroduce personal connection. So many of us have experienced virtual burn-out. We've all spent a lot of time in front of screens and need to find a safe way to foster in-person connection again.



EMBRACE THE HYBRID MODEL. STAY ADAPTABLE.

5. EMBRACE THE HYBRID MODEL.

Both the workplace and marketplace have changed. We need to embrace that going forward we will need to adopt elements from both in-person and virtual models to find the right balance.

6. STAY ADAPTABLE.

I anticipate we'll be in a state of transition for quite some time. During this phase, it's important to continually innovate and try out new things to provide the best customer experience possible.