

TIPS FOR MANAGING CRISIS AND DISRUPTION

As we mark the 10th anniversary of the February earthquake in Canterbury, NZ we share ten key lessons we have learnt through our years of research and working with organisations to build their resilience. Our tips also draw on the data we have gathered from thousands of businesses impacted by the Canterbury earthquakes, by COVID-19, and other national and international disruptive events.

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RECOVERY IS A MARATHON NOT A SPRINT

There is no success
without hardship.

Sophocles

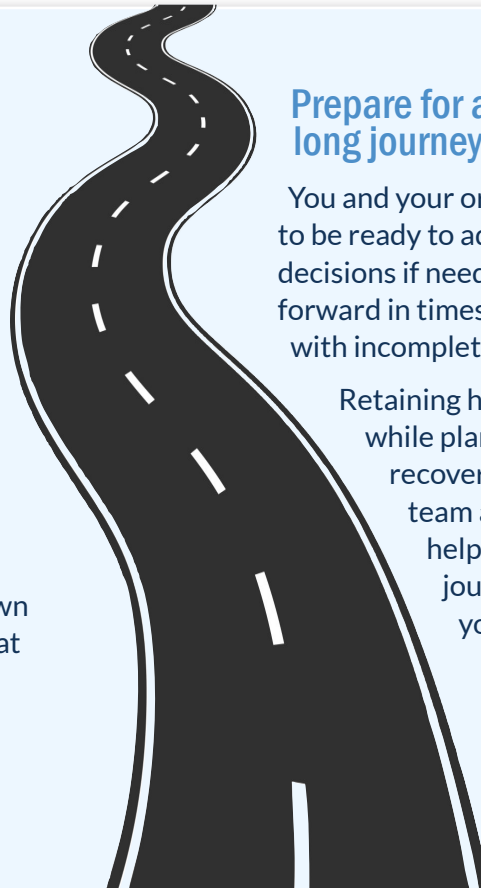


Recovery may take longer than you initially expect

The anticipated duration of recovery changed dramatically over the seven years following the Canterbury earthquakes.

Initial estimates were that the central city business district would be fully open within six months. However, many did not expect that "six months" would turn into two and a half years.

There may be parallels to be drawn between this experience and what is to come for those impacted by COVID-19 and border closures.



Prepare for a long journey

You and your organisation need to be ready to adapt, change decisions if needed, and keep moving forward in times of crisis, even with incomplete information.

Retaining hope and optimism while planning for an extended recovery is hard. Use your team and build networks to help you make sense of the journey ahead and keep your fighting spirit.

More tips to guide
your organisation
through recovery

Check out our recovery as an
adventure race analogy:

resorgs.org.nz/recovery-sprint-marathon-or-adventure-race

We can help your organisation build a resilient recovery strategy. Get in touch to chat about your organisations' issues.

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