



# Top Right Questions Learn From Lockdown

## For the business - customers & proposition

What have you learnt about your business model or your value proposition?

What have you learnt about your customers that has surprised you?

What have you learnt about your customers that has disappointed you?

How could you use what you have learnt about your business during lockdown to come out of this with a stronger business model or value proposition?

What could you prepare today and tomorrow that would help you to recover more quickly?

Name one thing that you have influence over, that if you do nothing, could threaten the speed of your recovery?

What else could you do to be flexible and to use your skills, services or expertise in different ways?

When they are looking back, how do you want your customers to describe how your business reacted?

What are the key opportunities that will arise in the "new World" that you could position your business to take advantage of?