

Never Let a Good Crisis Go to Waste: A Sit-Down with Rick Holliday

- 1. How has your experience of this season been similar to or different from what Rick described?
- 2. As an example of a "no" that North Point faced, Rick talked about downsizing the staff to bring the salaries and benefits to income ratio back into a healthier range. He said, "Did we see the pandemic coming? No. But are we now grateful to have had the discipline to make those hard decisions because it set us up to weather this unexpected season? Absolutely."
 - a. What is something you're now—amid the Covid-19 crisis—grateful you had the discipline to do a while ago?
 - b. What hard decision(s) are you delaying or avoiding that you may regret not making one day?
- 3. Here are three questions Andy suggested we consider so we come out of this crisis "better for it."
 - a. **RETHINK**: If we were starting over, what would we start doing that we have not traditionally done?
 - b. **RETIRE**: What have we been doing that we would not consider doing if we were starting over?
 - c. **RETAIN**: What did we start doing in this season that we should continue doing when this season ends?

You can listen to Andy's three-part Better For It series here.