Cadence Co is interactive and immersive. We leverage DNA essence around an invitation to reveal your brand and creatively express the moment strategically.

Personal, Professional, and Corporate advisory for the development of experience-based projects that will manifest a brand essence into its full physical expression.

A Conversation & Next Big Question
Emerging From The Covid19 Pandemic & Bringing Our Customers Back 2020

The Subscriber Economy

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A Question
Were you prepared to STOP? How do you, as an organization, become thought leaders, innovate, leverage, or reassign assets to bring back or create new business as emerging markets appear in the light of the Covid19 pandemic?

An Answer
You start by asking executive teams, leaders, and employees to identify and ReVision new pathways for customers, clients, shareholders, and partners in order to re-connect and engage in transition with thoughtful narratives and through a strong evidence base, drawing from analytics provided by generating the required qualitative data and tapping human experience.

A Collaboration
At Cadence Co, we believe that creative practice allows organizations to play a role in supporting and sustaining critically important leadership innovation as we emerge from the Covid19 experience. By leveraging Knowledge-based methods, leaders and employees can thrive wholeheartedly. In provoking simplicity that works in complex situations, teams can create a collective mindset through experiential learning and planning that will Educate, Entertain, and Engage customers, On-line, On-topic, On-site, On-stage.
We believe that there are three aspects to the evolution of a business in change or revision, Speed, Strength, and Endurance.

**Speed as a marketer**, defining a clear and authentic brand story aligned with emerging trends.

**Strength as a producer** of branded quality products or services that give value to customers who need or desire them.

**Endurance as a curator** of services and experiences based on expectations, brand loyalty and the longevity of our customers.

These unprecedented times require individuals, communities, businesses, organizations, even nations to critically re-evaluate how they engage. Many of the customs, processes, and reference points that we have previously used are being profoundly and irrevocably changed.

"Vulnerability is the birthplace of innovation, creativity, and change." Dr. Bren Brown
<table>
<thead>
<tr>
<th>Challenges they're facing (including phase)</th>
<th>Characteristics of Prospects (both entity and leadership)</th>
<th>Entities that could be Prospects</th>
<th>Offerings (&quot;What&quot; we're selling)</th>
<th>Method of Delivery</th>
<th>Technology Platform</th>
<th>Mechanism for monetizing</th>
<th>How we market &quot;It&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect cash, but act responsibly toward all stakeholders – investors, employees, customers, supply chain, society at large</td>
<td>Moral or decision fatigue / Brand Erosion</td>
<td>Executives trying to “Navigate” and establish the transition</td>
<td>Facilitation - &quot;What does this mean to me/my business?&quot; Recognizing the need, and how to adapt leadership style - e.g. Democratic to Authoritative as needed now</td>
<td>Personal One on One Coach / Mentor / Advisor Calls / Zoom</td>
<td>Telephone and Email Etc.</td>
<td>Asset and Knowledge Share</td>
<td>Repair not Replace Incubate &amp; Innovate Make Shit Work</td>
</tr>
<tr>
<td>Significant change in Method of doing business – Converting to Remote Work</td>
<td>Authoritative leadership style that wants to solve things Democratically (And can decide to engage us)</td>
<td>Transportation: &amp; Hospitality+ redesign for safe travel - airplanes, buses, cruise ships.</td>
<td>Producer / Distributors new model SOP</td>
<td>Facilitate a coherent path to finding what a company's customers are going through and need/will need</td>
<td>Online – &quot;Bridge&quot; • Team Facilitation • Interviews • Training • Webinars • Surveys</td>
<td>Online Meetings • Zoom • Join Me • G Hang Out • Skype • Free Conf Call</td>
<td>Personal Outreach to longtime clients that will appreciate “Help” and even “Deferred” fees.</td>
</tr>
<tr>
<td>Platform for &quot;New Knowledge&quot; exploration and assertive &quot;Crisis Management&quot; building new “Muscle Memory” Establishing a “Bridge” to the &quot;New Normal&quot;</td>
<td>Decision Makers Able To Pay</td>
<td>DTC: • Retail • Healthcare • Banking • Winery • Hospitality</td>
<td>Establish effective communication techniques, transparency, common language, emotional intelligence</td>
<td>Online - Expanded • Masterminds • Speaker Series • Video Blog</td>
<td>Online Education Platforms – • Kajabi • Learnword • Udemy • Thinkific • Skillshare</td>
<td>Retainer Base • Management Train the trainer or Spin off select team / Individual training (Mentoring / Coach)</td>
<td>Trusted Advisor / Transition Coaching for existing or related clients</td>
</tr>
<tr>
<td>Progressive leaders that realize they will need to create a platform for ongoing and evolving learning</td>
<td>Higher and Online Education – The Expert Economy</td>
<td>Clean Room Events: Pre-Qualified On Site / On Stage Managed health environments</td>
<td>On-line workshops &amp; content for employee &amp; customer awareness</td>
<td>Clean up Events - &quot;Deferred&quot; fees.</td>
<td>Customer Relationship Management as outreach tools - &quot;We are Bridge Builders to &quot;Emergence&quot;</td>
<td>Opportunity Zone - Subscriber Economy &quot;Evoke Me = Pre - Educate me [Relevant resolution to my search for information] Speed as a marketer. Be Provoked = During - Entertain me [Relevant content that provides engagement] Strength as a product. Invoke We = Post - Engage me [Relevant ongoing communication that enhances my commitment to the brand/product/service] Endurance as a curator.&quot;</td>
<td>Provide Online Expertise for the Subscriber Economy</td>
</tr>
</tbody>
</table>

**Swimlane To The COVID-19 Emergence | Subscriber Economy | 2020**

Gary Finnan | CadenceCXC.Com | 707.975.9761

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Predictions for an emergent Post-Coronavirus World - Remote work, automation, and telemedicine and more

**Personal**
1. A “quarantine state of mind” will reign for weeks, if not months
2. Say goodbye to handshakes, and casual hugs and kisses
3. The essential worker revolution of 2020 will not wait
4. Friendships are crucial to survive the isolation of the coronavirus pandemic. Why do they feel so hard?
5. After an initial wave of isolationism, multilateral cooperation may flourish

**Lifestyle**
1. The era of peak travel is over
2. The mask will become a wardrobe staple
3. Childcare will finally be recognized as essential work, too
4. Religions will embrace their online future
5. Restaurants will close — and what’s left could be vanilla

**Business**
1. Companies that traffic in digital services and e-commerce will make immediate and lasting gains
2. Many jobs will be automated, and the rest will be made remote-capable - Remote work will become the default
3. Goods and people will move less often and less freely across national and regional borders
4. Voting will become easier — and turnout might go up
5. The US will test-run more just policing and incarceration

**Medical**
1. Covid-19 pandemic will leave its mark on US health care - Telemedicine will become the new normal, signaling an explosion in med-tech innovation
2. Some hospitals will probably close. A lot of primary care doctors could also be in trouble.
3. We’ll invest more in public health preparedness and surveillance
4. We could rethink how drug makers and the federal government handle urgent needs
5. There will be a push to expand health coverage

**Financial**
1. We’ll realize that the American economic system is fundamentally broken
2. America will become a nation of savers
3. The recovery looks less V- or U-shaped but more W-shaped. if new coronavirus renewed cases emerge.
4. The nationwide student debt crisis will finally abate as higher education begins to move online
5. Free money might someday be bound for your bank account

https://marker.medium.com/7-predictions-for-a-post-coronavirus-world-aaac052c8514
There is an opportunity to re-vision a future that will be very different from that which many of us were familiar with just a few months ago. It has become necessary to prepare yourself, and your organization for post-coronavirus emergence and the ability to bring back loyal customers with the creation of new business segments as revived and new markets appear.

1. Get a Grip on Financial Numbers
2. Get a Grip on Data
3. Focus Relentlessly on What Really Matters
4. Build Multiple Revenue Streams
5. Build Strong Customer Relationships and Experiences
6. Review Processes and Try to Reduce Costs
7. Review Supply Chains
8. Fast-Track Automation
9. Flexible Workforce
10. Establish a Strong Employment Value Proposition
11. Invest to Support Growth

10 Ways To Prepare For A Post-Coronavirus Recession - Forbes
https://apple.news/AGAy15FzpTk-N0LT3wRv6aA
Even without catastrophe or pandemic impacts businesses have a growth track they follow as well as a constant pull to re-evaluate who they are and where they’re going. As companies grow from the envisioning stage and expand and evolve into fully fledged ongoing enterprises, they must adjust to increasing demands and the rapid pace of change around them. And they need to constantly hone their creative expression to stay competitive. As they plateau, they must consider revisioning their strategy if they are to avoid degenerating over time.

We must be prepared to stop – and to Re-Vision – Now!

The definition of insanity is doing the same thing over and over again and expecting a different result. - Albert Einstein.
MESSAGE
Have you defined a meaningful message that customers can relate to, and are you keeping or fulfilling the promise you make to those customers?

PURPOSE
Have you defined a clear purpose that will create a memorable experience with the right products, offerings and services your customer wants, needs, or expects?

PEOPLE
Have you defined your ideal customer segments, and is your staff engaging with the right customers to create long-term adoption and loyalty?

PLACE
Have you created a physical manifestation of your brand that the customer engages with, adopts and shares loyally as a personal, memorable brand experience?

ESSENCE
In the cadence of life, between reason and passion, there is an essential flow or rhythm when something is creatively expressed or experienced. During change it is essential to find alignment and a common path forward.
Evoke Essence

Me. – is all about the unique aspects of an individual essence. It can be the EnVisioning or ReVisioning expression of a person, group, or organization. It is, often a me development with a fledgling look at distilling the Essence of the opportunities around new and expanded Creative Expression.

Provoke Epiphany

Be. – Is the evolution and refinement of ideas or brand objectives into solid business strategy. It involves the culmination of collective thought and capabilities in order to be, or to establish how a team will function when executing initiatives. The core objective is to define Total Asset Performance.

Invoke Element

We – It is the wholehearted implementation of a plan. It is all about the “Champions” making the plan work. The collective we need guidance and nurturing if they are to perform at optimum level. Metrics are essential in make the transition to an organization that defines the Leadership Element.
New Demographics require New thinking

We all know what it feels like to be imbalanced, personally or professionally. Creating equilibrium, a state in which opposing forces or influences are balanced is essential when adjusting and aligning external forces and opportunities that constantly change around us. Revealing our essence is about being in our true creative expression. The epiphany is what starts the journey from individual creative, writer, artist, designer or successful executive and a revealing of vulnerability or capability - is often a leap of faith and commitment. Living fully in our element is a transformation into a professional creative, thought leader, or executive, that can be daunting without structure or a clear roadmap to follow.

True creativity, is the ability to connect the seemingly unconnected with a simplicity that works in complex situation
We. – It is the wholehearted implementation of a plan. It is all about the “Champions” making the plan work. The collective we need guidance and nurturing if they are to perform at optimum level. Metrics are essential in making the transition to an organization that defines the Leadership Element.

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THE STATE OF ME NOW

WHAT WILL TRANSITION BE

WHERE WE LEAP TO

TOTAL ASSET PERFORMANCE

EMERGENCE 2020

EVOKE

#1 DISCOVER

Evoke Essence

#2 NURTURE

Provoke Epiphany

#3 ACT

Invoke Element

MESSAGE
PURPOSE
PEOPLE
PLACE

CREATE
CRAVE
IMAGINE

SHARE
ADOPT
EXPRESS

R.O.I
EXPERT

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Our brand promise is the enduring statement of what the brand promises to be and do for consumers through brand behavior and communications.

Our brand narratives reflect our brand truths. Collectively, they ground us in authenticity and are curated to reveal our unique brand experience in relevant, distinctive and credible ways.

Our brand translation is the distilling of the brand promise and goals into an Essence Statement that gives the staff a concise language to engage around with the customer.

Quantitative in nature. Because objectives define how much will be achieved and by when, as a rule, objectives need to be measurable and quantifiable.

Short or long-term initiatives that, when successfully implemented, will enable you to meet your objectives in a strategic and structured way.

The workhorse of any strategic planning methodology. Tactics are those action items and work plans that require certain things to happen by certain dates.

Taking your experiences annually and committing to the process of re-visioning based on past and future performance.
We would feel privileged to collaborate with you using our engaging scenario-based workshops, designed to enable executive teams, leaders, and employees to develop realistic roadmaps, timelines, and action plans to successfully navigate the many phases of COVID that still lie ahead.

We evoke the pursuit and liberation of creative expression for companies, groups and individuals -

Mentor: “Someone whose hindsight can become your foresight”

IT’S THAT SIMPLE!