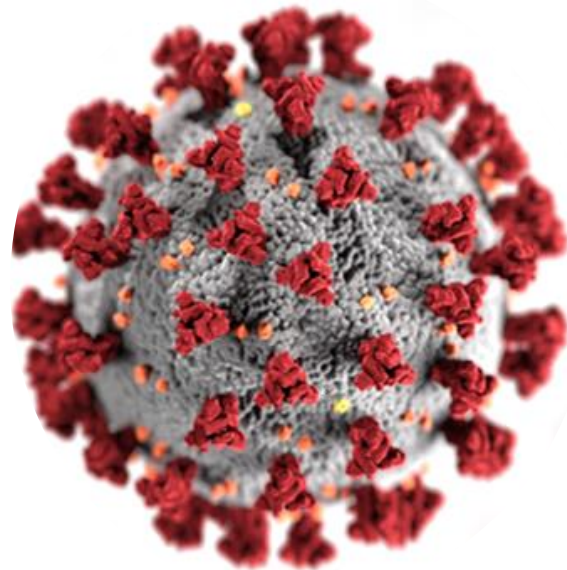


BRIGHTWOLVES[®]

Impacting Transformation



COVID-19
Boosting Creativity

Empowered by  **Quanteus**
Group

April 2020

Why should you use this document?

During times like these, being creative and flexible towards the new standard can be a valuable advantage. When looking back at previous crises, one can note the vast amount of successful business ideas that originate from them.

As a business leader, it is important to challenge the status quo and look for new opportunities to be prepared for the post-crisis economy. This document provides a brief overview of how companies are being creative in dealing with the newly imposed Covid-19 lockdown regulations.

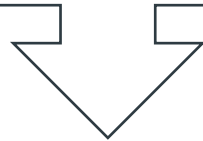


A surprising benefit of going through COVID-19 crisis is a boost in creativity

In all industries, we can find great examples of how companies endeavor to make the best of it

Sugar refineries, distilleries, and even breweries started to produce hand sanitiser to meet the increased demand

By the outbreak of COVID-19, medical supplies soon became scarce. As a result, **extortionate prices were paid for hand sanitiser.**



Belgian most famous sugar refineries located in Tienen took the initiative to produce hand sanitiser to meet the demand.

Local distilleries and breweries such **East-Flemish jenever distillery Filliers** produce disinfectant alcohol in collaboration with Janssen Pharmaceutica.



Clever 3D printing turned a scuba-mask into efficient respirators

It's amazing to see how creative people become during critical times.

In Italy, a doctor had the genius idea to team up together with the 3D printing company, Isinnova. They managed to turn Decathlon's scuba-mask into efficient ICU respirators.

More than 500 patients are already using respirators, produced by hacked scuba gear that was shipped by Decathlon!

Decathlon has been cooperating extensively with hospitals to supply them.



Van de Velde joins forces in sewing surgical masks for local hospitals

“Being a socially engaged family company, Van de Velde’s participation in this initiative was self-evident. I am proud that our team was able to roll out this project so quickly, and that we could also count on the support of several loyal partners. In particular, I would like to thank our seamstresses. Their valuable expertise has always made them a crucial link in the production chain, but now they are truly the heart of our company.”

Marleen Vaesen, CEO of Van de Velde

Following a reorganization of the machinery, and after perfecting the pattern, the seamstresses of Van de Velde are producing approximately 1,000 surgical masks each day.

Van de Velde



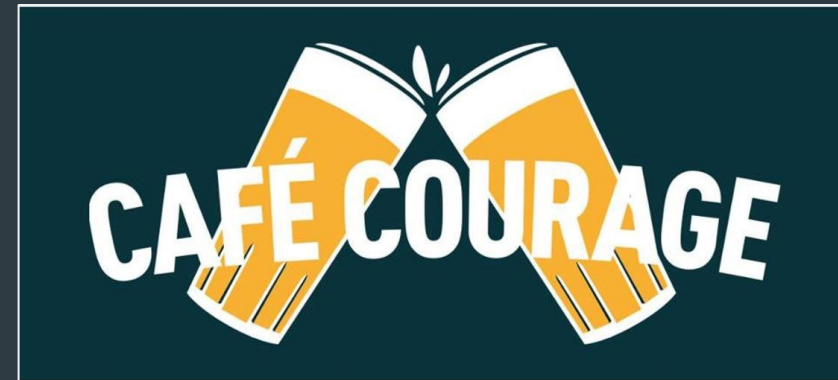
AB Inbev supports bars by launching Café Courage

Café Courage is solidarity campaign launched by AB Inbev to support bars during these difficult COVID19-times.

People can already order and pay for their beer in advance, and can even do gifts.

In less than 2 days, more than 1,000 bars partnered up with café courage.

This initiative will definitely help bar owners to manage their cashflows.



Not only corporations, but also one-man-businesses get creative

Bloemenwinkel gaat online en dat blijkt schot in de roos: "Bloemen zijn een ideaal communicatiemiddel tussen mensen"

Het zijn drukke tijden voor bloemenwinkel "Stuifmeel en Stamper" met vestigingen in Korbeek-Lo en Heverlee. Sinds deze week zijn eigenaars Nico en Dave begonnen met een webshop en leveren ze bloemen aan huis. Dat blijkt een ideaal communicatiemiddel voor mensen die thuis zitten. "Wij brengen eigenlijk een hele fijne en positieve boodschap, mensen houden van bloemen", aldus eigenaar Dave Marechal.



Creatieve kinesist uit Lichtervelde: "Ik toon oefeningen voor aan het raam"

Een kinesist uit Lichtervelde gaat sinds de coronacrisis elke dag op huisbezoek bij zijn patiënten. De oefeningen toont hij buiten voor het raam, terwijl de patiënt binnenstaat.



Unlock creativity in your organization in 4 phases

ENGAGE

- Organize a brainstorm session
- Involve all your employees
- Explain the 4 phases
- Identify the objectives of the brainstorm (avoid giving too many directions about desired outcomes)
- Stimulate everyone to speak up and stay positive

EXPLORE

- Brainstorm individually first, discuss in group(s) afterwards
- Build on all ideas, never say 'no'
- Use exercises:
 - **What if exercise:** change the context (e.g. what if we had unlimited resources, what if we had to solve our problems in one day, etc.)
 - **Non-stop writing:** write your ideas down for 5 minutes without pausing your pen
- Everything is possible

SOLVE

- Combine or group similar ideas to come up with new solutions
- Vote to select the (group of) ideas which are liked the most
- Turn the ideas into realistic solutions
- Solve problems instead of throwing an idea away immediately. What is needed to make the idea possible? How could we achieve this?
- Divide teams to elaborate different solutions and present it to each other to gather feedback and iterate

FOCUS

- Prioritize possible solutions
- Define key teams and resources needed to progress
- Set clear next steps and milestones
- Organize iteration sessions if needed