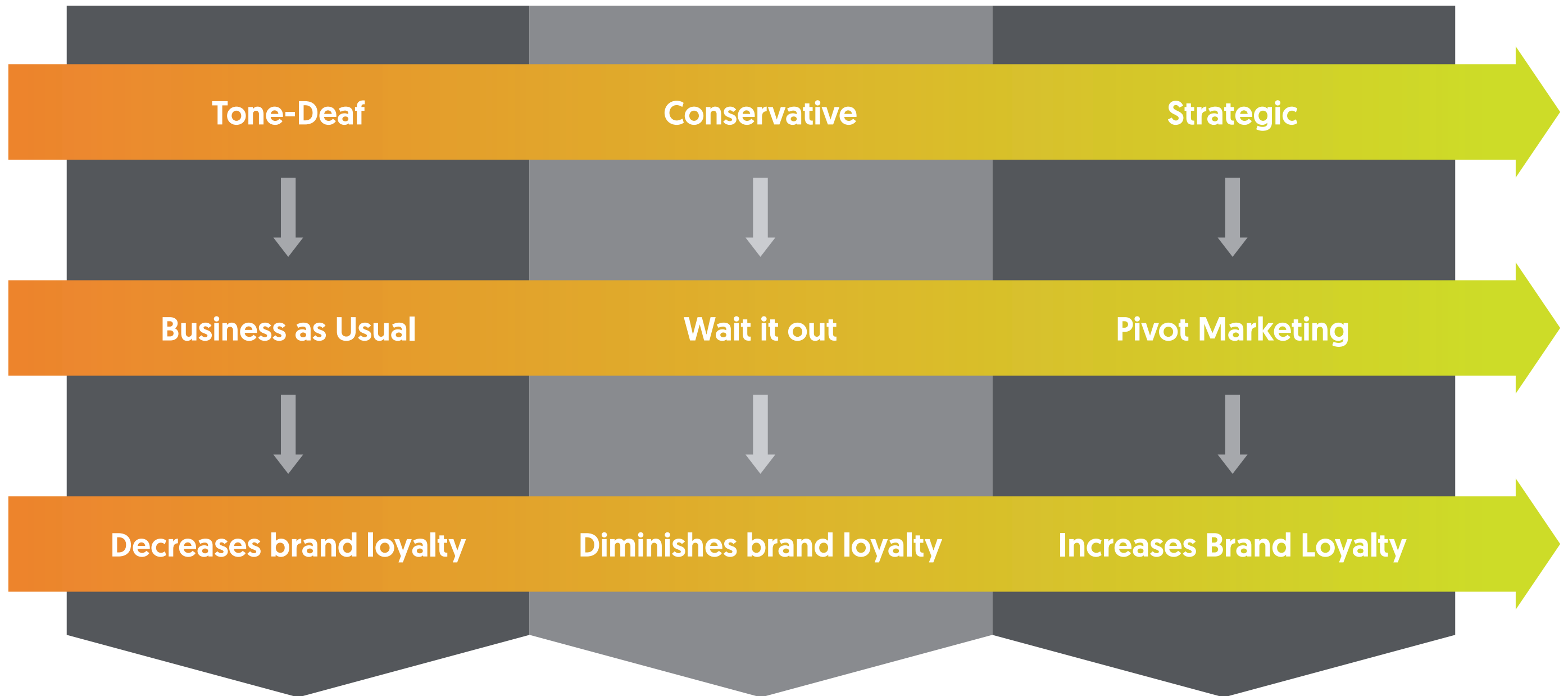


# Helping you transition to the “New Normal”



# What Does **Pivoting** Look Like?



**Assess Your  
Business Outlook**



**Prioritize Highest  
Value Needs**



**Take Action**

**Increase Revenue**

**High demand**

**Change the way you connect**

**Decrease Revenue**

**=**

**Low demand**

**=**

**Reassess & diversify**

**Delay Revenue**

**Paused demand**

**Time to bring value  
and differentiate**