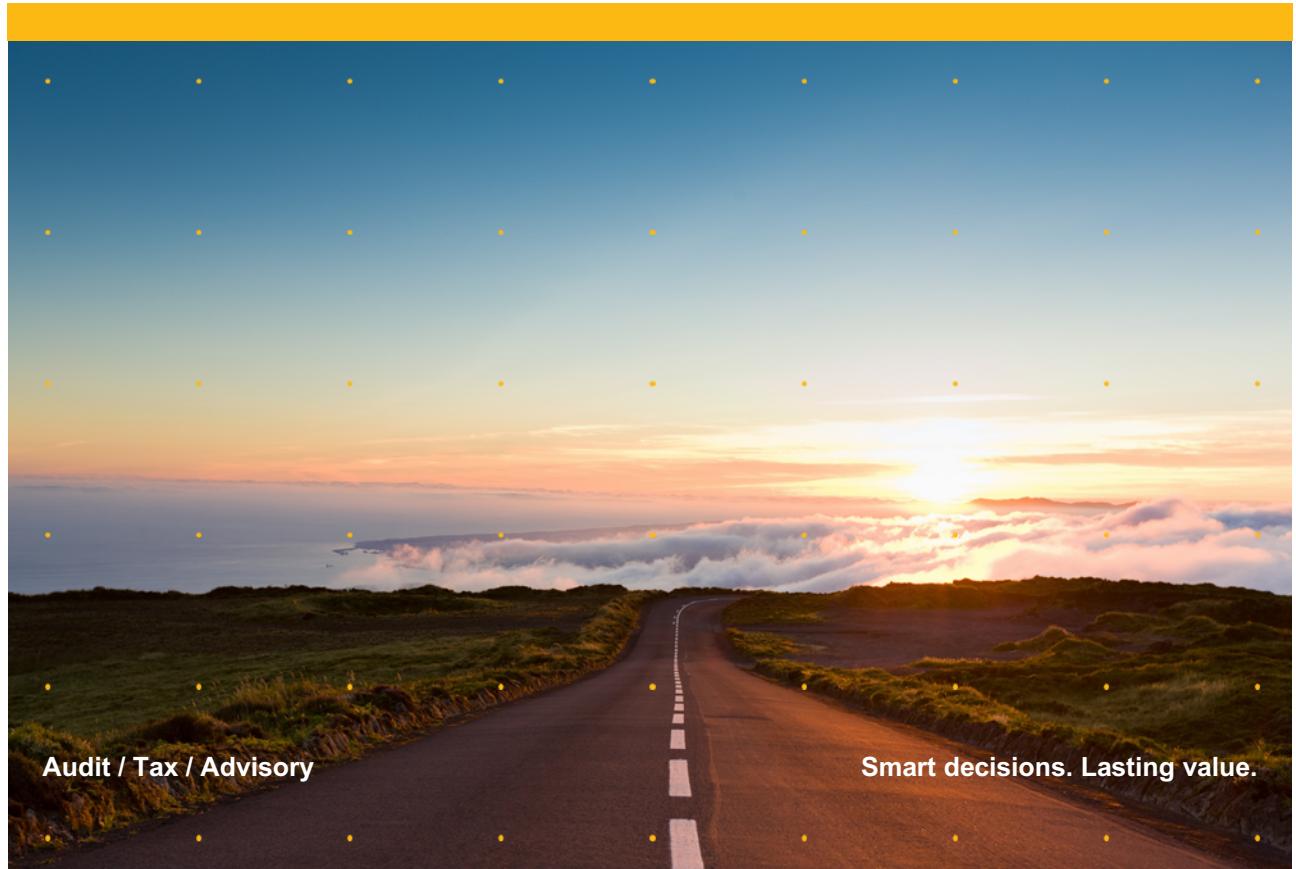




The best practices of our key talent COVID-19

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The best practices of our key talent group | COVID-19 | Bulletin 7

Without a doubt, the months that we have lived with COVID-19 have been plagued with challenges and learning in many ways.

Derived from this, it is essential for us to share some reflections made by our key talent team, made up of collaborators from different practices.

They are participating in a key leadership development program which is very important for the future of our Firm. We hope this knowledge will help other people identify the opportunities to keep leading during this uncertain times.

Our leaders identify that this pandemic triggers a big change in their personal life. The principal challenge is balancing work and personal life. This is why the recommended practices by our team are: Plan and Organize each of the activities that you are going to achieve each day, being aware of the needs of your clients, attend all the commitments with your work teams, and ensure your own and your family's wellbeing.

Once you have your designed a plan, the second recommendation is:

Establishes a strategy for achieving the objectives already determined. Our key talent group says that in order to establish your strategy you need to follow this:

- **Technology is your best ally**

- **Being empathic all time**
- **Create and maintain closeness with clients**
- **Promote the benefits of virtual contact**
- **Take time to promote the wellbeing of our team**

Ensuring a strategy based on this points, will leave us the achievement of our goals, however, and as we mentioned in previous publications, the role of the leader is essentially to **take actions and measure effectively our teams**.

The last recommendations is to consider the actions that every leader has to promote with their team. These include: Full confidence in the team, prioritize projects, effectively delegating tasks according to the skills and capabilities of the team and constantly reviewing projects budgets and profitability to seek to make them more profitable and effective.

Talking about leadership, our leaders share with us that this lockdown has been a novel stage that came to shake us in the positive way. Precisely, it is their behavior which has seen a positive outcome

The new context is to **develop and strengthen essentials skills** to face the new responsibilities. The skills that are identified in most of our members are:

- **Effective communication**
- **Strategic planning**
- **Adaptation to chances**
- **Analytical and Critical thinking**
- **Innovation**
- **Creativity**

The skills mentioned above are grounded on the ability and experience of each of our leaders that participated in the creation of this article, however, most of the professionals have already developed these skills.

We have commented some key points in terms of behavior, but also we need to identify **the big role that technology** has been during this period. Nowadays it is impossible to survive or stand out without the help of different technological tools. The experience of our key talent shows us that having technological innovations generates a competitive advantage. The real challenge is about to optimizing and improving the technological scope of each

organization.

This will be the key to efficiently meeting the requirements and the need of their respective processes.

The COVID-19 is a breakpoint in what we think about technology. This pandemic has come to ratify the advantages. In some cases, it has brought the necessity of being in the vanguard to explore the possibilities of investing in tools that guarantee the continuity of businesses, even those who had to change their way of doing things.

The moment that we are living in is extraordinary. We have put aside the formality of closing a deal in person, and the traditional trade has changed by online interaction. Additionally in person meetings have evolved to virtual meetings in totally different places from the organization.

This has been possible because of the benefits of technology. Therefore, it is essential that organizations focus on obtaining the indispensable tools in each of their operations, in order to obtain the competitive advantage, which is being the first option for their clients.

Definitely the COVID-19 has brought a lot of lessons to the world, to organizations and in general, to all people. Without doubt, one of our principal lessons has been realizing the fragility in the face of an emergency.

Nowadays, we have confirmed that many organizations do not have a culture of preventions and that our wellbeing is the most important value. Fortunately, most organizations and individuals have been able to quickly adapt to deal with this historic event.

Based on the above, our key talent recommends identifying all the positive lessons we have collected during these months and remembering that each crisis brings opportunities. In the future we will be able to visualize the changes that took place during this time and identify the new rules that have been permanently established.

As we mentioned in the last post, we should be prepared and have a strategy to the New Normal:

- **Adapt**
- **Build**
- **Grow**

Adapting to the new requirements is more than necessary. Building and

continuing to reinvent the processes, is essential, while growing in synergy with our clients will be a virtue as business partners.

We can conclude that from one month to the next, our way of operating can become challenging, however, today we have a lot of knowledge that we did not have months ago, therefore, applying all the experience gathered to face the new reality, will be the key to success in our business.

Our key talent team, made up of Adriana Escobedo Hernández, Nadia Espino Vallejo, Caty Peralta Covarrubias, Miguel Gutiérrez Rodríguez, Rafael Ávila Pérez, Leonel García Suárez, Cuauhtémoc Almonte Bernal, Enrique Carriola Gómez and Javier Alemán Padilla.

Thank you to all of our clients, suppliers and collaborator for the trust provided during these months of lockdown, in which many paradigms have been broken and new forms of interaction have been explored. All these has helped us achieve our most important objectives: To ensure the continuity of our business and our clients and to guarantee the health and well-being of our collaborators.

