

IS YOUR ORGANIZATION AS RESILIENT AS YOU THINK?

END THE "EFFICIENCIES vs. RESILIENCY" DEBATE.



As an economist, I understand the focus on efficiency. Minimizing cost, minimizing waste – I really, really get it. But that's in a perfect world where nothing goes wrong.

– John Ferguson, Practice Lead of Globalization, Trade, and Finance at Economist Impact

IT'S ALL PART OF THE SAME CROSS-FUNCTIONAL TEAM SPORT

In the wake of the pandemic, you tend to hear from two, general executive camps when it comes to how to go boldly forward.

Camp one is very much "Act Now!" Create whatever efficiencies necessary to fast-track new paths to profit. Basically, from a short-term operational standpoint, anything that a) somewhat aligns with shifting business priorities and b) immediately impacts the bottom line...goes.

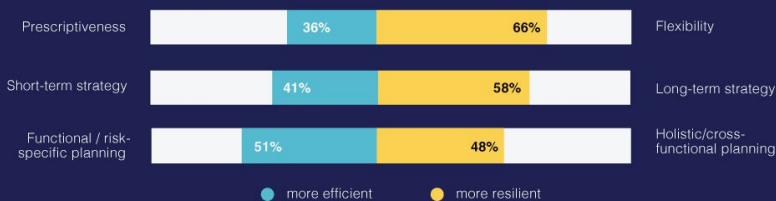
Then there's the more future-focused group of campers who have a bigger, typically more costly vision around longer-term resiliency strategies. And they don't want dead-end stop-gaps or disruptive network Band-Aids getting in the way.



Here's a graph that illustrates the divide:

This may explain why leaders seem divided when it comes to balancing resiliency and efficiency considerations. The data shows there is no one-size-fits-all approach.

% of executives who prioritize:



The key takeaway: Both camps are right. How, exactly? When you have a better understanding of [the Pillars of Modern Resilience](#), you will see it's not an either/or situation. There's nothing wrong with creating efficiencies to strengthen the supply chain and help immediate short-term revenue plays as long as it doesn't interfere with the bigger resiliency plans that involve the long-term health of your organization.

No matter where you stand (in operations, sales, marketing, or the C-suite), know that you won't get anywhere with efficiencies or resiliency efforts unless the vision and purpose are coordinated across functions, teams, and time zones. This way, the overall context of potential solutions is understood by everyone involved.

LEARN MORE ABOUT THE PILLARS OF MODERN RESILIENCE.

Start with the 2022 global study, courtesy of Economist Impact and Iron Mountain.