

# The New Normal: Overcoming Post-Pandemic Challenges to Survival and Growth

Daniel Forbes (University of Minnesota, Carlson School of Management)  
Kimberly Eddleston (Northeastern University)

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Even as we begin to see the light at the end of the tunnel, a number of new problems are just around the bend. Will you be able to retain your top talent from joining the great resignation? Do you have enough employees to run your business? What will the issues and delays with the global supply chain do to your customers; will they look elsewhere? If that's not enough, you still need to figure out remote work.

At EIX and [familybusiness.org](https://familybusiness.org) (<https://familybusiness.org>) many of our best-read articles in 2020 and 2021 gave advice on managing through the pandemic. As we appear to emerge from it in late 2021 – albeit with fluctuating rules in place for masking and vaccinations – the landscape for startups, small businesses and family firms has changed. To meet the new challenges of the post-pandemic world, adaptability and creativity in spotting opportunities are as important as they were when we were in the throes of the crisis.

To help you navigate, here are links to EIX and [familybusiness.org](https://familybusiness.org) (<https://familybusiness.org>) articles that are more relevant than ever.

**Building a Stronger Supply Chain: Lessons From the Crisis**  
(<https://eiexchange.com/content/building-a-stronger-supply-chain-lessons-from-the-crisis>)

Frequent, sudden and systemic disruptions are sure to come, even after the current crisis is over. Companies need stress-tested solutions and strategies.

**Get Ready for the Next Supply Chain Disruption**  
(<https://eiexchange.com/content/get-ready->

**for-the-next-supply-chain-disruption)**

Small companies must act now to build the capabilities that help them survive a future of unstable weather, woke consumers, political turmoil and technology disruption.

**Take a Clean Look at Your Business Post-Covid-19**  
(<https://eiexchange.com/content/take-a-clean-look-at-your-business-post-covid19?search=crisis>)

Emerging from the pandemic gives small business owners a clean slate upon which to reinvent their companies. Here are things to think about.

**Seven Strategies to Survive the Post-Pandemic Labor Shortage**  
(<https://familybusiness.org/content/seven-strategies-to-survive-the-post-pandemic-labor-shortage>)

This article from familybusiness.org has tremendously useful advice for non-family businesses and startups too.

**Which Innovations Should You Keep When the Crisis is Over?**  
(<https://eiexchange.com/content/which-innovations-should-you-keep-when-the-crisis-is-over?search=crisis>)

The pandemic's disruptions to society and the economy have catalyzed some of the most pervasive and creative business model reinventions in recent memory. Smart businesses will identify the innovations worth keeping and make them better.

**Resilience to Resurgence: How to Grow**



## **Your Way Out of the Crisis**

**(<https://familybusiness.org/content/resilience-to-resurgence-how-to-grow-your-way-out-of-the-crisis>)**

We've known for some time it pays to be resilient during a crisis, but is this enough? Here's how entrepreneurs and managers can build on the resilience forged in the pandemic to achieve resurgent growth when it ends.

## **How Entrepreneurs Can Thaw Their Frozen Social Networks**

**(<https://eiexchange.com/content/how-entrepreneurs-can-thaw-their-frozen-social-networks?search=crisis>)**

No longer able to go to meetings, conferences, events, or informal meetings, it's harder for entrepreneurs to build new relationships and maintain their existing ones.

## **Women: Regain Your Professional Footing**

**(<https://eiexchange.com/content/women-regain-your-professional-footing?search=resilience>)**

The pandemic was harder on women, who shouldered a disproportionate amount of family and home duties. It's time to re-establish some boundaries, say these European consultants.

## **How New Industries Could Grow Out of the Fight Against Covid-19**

**(<https://eiexchange.com/content/how-new-industries-could-grow-out-of-the-fight-against-covid-19?search=moeen>)**

Research has shown that in response to national security, public health and social issues, public-private partnerships may define grand challenges that can actually serve as "triggers" for the emergence of new industries.

## **Eric Yuan's Leadership Lessons for Building Lasting Enterprise Value**

**(<https://eiexchange.com/content/eric-yuan-s-leadership-lessons-for-building-lasting-enterprise-value?search=leadership>)**

Everybody has discovered Zoom as a way to work, learn and keep in touch with friends and loved ones. We can learn much from how founder Eric Yuan built his

business, which positioned Zoom to grow exponentially when the pandemic struck.

## **Working from Home: Tips for Employees and Business Owners**

**(<https://eiexchange.com/content/working-from-home-tips-for-employees-and-business-owners>)**

Remote work is here to stay. While it was published in the throes of the pandemic, the advice in this article about helping people work productively and stay connected still resonates.

## **Everyday Gratitude in Times of Uncertainty**

**(<https://familybusiness.org/content/everyday-gratitude-in-times-of-uncertainty>)**

Beyond being a powerful way to connect with others, gratitude is also a powerful leadership strategy.