

A decorative graphic on the left side of the page features a dark grey background with a grid of small, semi-transparent teal and green squares. A curved line of these squares arcs across the page. Below this, there are several overlapping circles of various sizes and shades of teal and green, some with white outlines, and thin white lines connecting some of the circles.

# COVID-19 BCG Perspectives

Facts, scenarios, and actions for leaders

Publication #5 with a focus on  
*Revamping Organizations for the New Reality*

Version: 8 May 2020

# COVID-19 BCG Perspectives

Objectives of this document

## COVID-19 is a global societal crisis

We at BCG believe that the COVID-19 outbreak is first and foremost a societal crisis, threatening lives and the wellbeing of our global community. Society now, more than ever, needs to collaborate to protect people's lives and health, manage mid-term implications, and search for lasting solutions.

## Leaders need to drive an integrated response to navigate the crisis

It is the duty of health, political, societal, and business leaders to navigate through this crisis. A complex interplay of epidemic progression, medical response, government action, sector impact, and company action is playing out. This document intends to help leaders find answers and shape opinions to navigate the crisis in their own environments. It encourages thinking across the multiple time horizons over which we see the crisis manifesting itself.

# 9 action areas for business leaders



Note: RR&T = Rapid Response and Transformation Team  
Source: BCG

# Executive Summary | COVID-19 BCG Perspectives

## **With several countries in restart mode, a critical priority for businesses is to think through emerging PEOPLE implications**

- Many countries are moving into restart mode with the easing of lockdown measures from early May
- Consumers are starting to have a more optimistic outlook than two weeks ago, and are spending more time on the move
- Clear people priorities are emerging – including 'smart' (more remote, lower cost) work and a more flexible workforce, but also leadership and purpose
- As companies begin bringing (some of) their people back to work safely to meet business demand, a more flexible workforce will be required
- Leaders must assess current capabilities and future strategic needs to define a people plan that caters to short-term crisis and long-term strategy

## **Across countries, efforts to flatten the curve and ramp-up testing continue; the impact on economy, sectors, and business persists**

- Globally, about 33% of COVID-19 patients have recovered and the case doubling rate has improved to 28 days
- While many countries are planning to relax lockdown measures based on the flattening disease spread curve, they continue to step up testing
- The testing landscape is changing rapidly and molecular testing continues to be the “gold standard;” efforts focused on improving speed
- Economic and employment impact from lockdown of 'non-essential' activities during 'Flatten' phase becoming more evident for many countries
- Economic forecasts deteriorating globally for 2020 while remaining stable for 2021; global rebound to pre-COVID levels not expected before end of 2021
- Total Shareholder Return continues to rebound with only a few sectors above pre-crisis level; impact still varies widely within industries

**We believe during this crisis leaders need to think along two dimensions:**

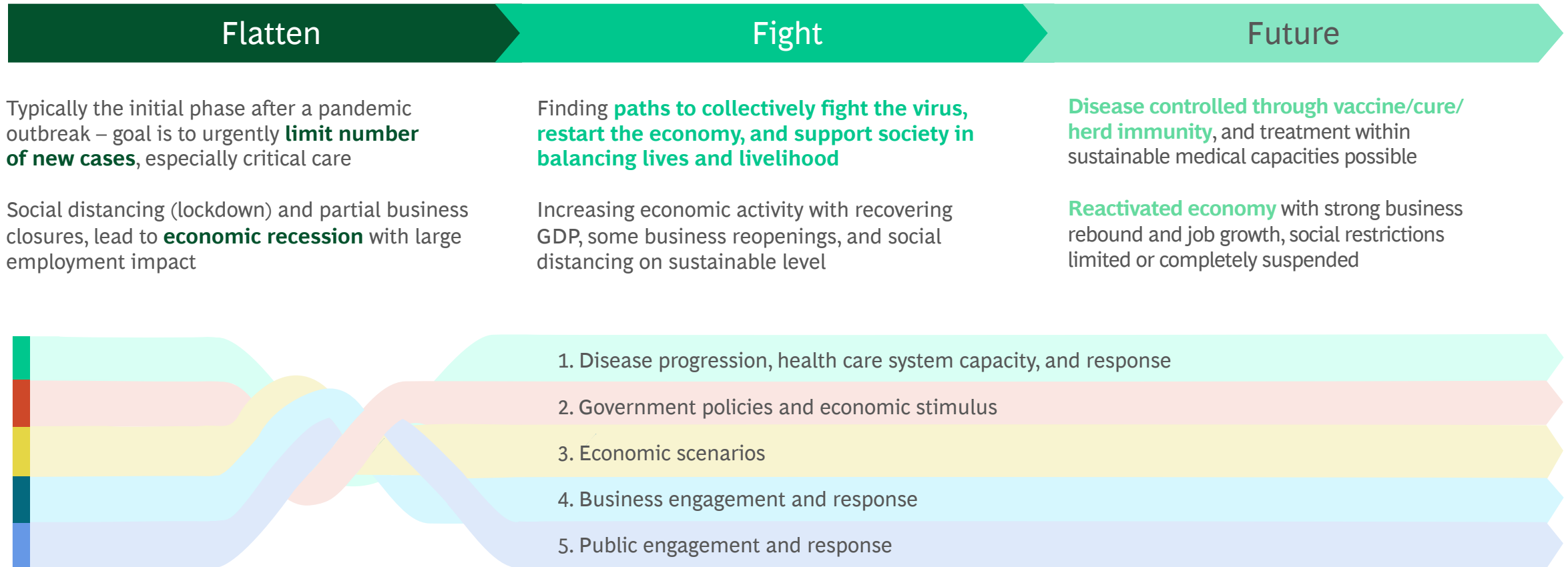
**1**

Taking an integrated perspective on health/medical progression, governmental responses, societal reactions, and economic implications to understand business/sector impacts

**2**

Thinking multi-timescale in a Flatten-Fight-Future logic

# COVID-19 will be a journey with three distinct phases requiring an integrated perspective



**All of the above five factors result in specific economic and social outcomes in each phase**



1

## Guide for leaders

Getting ready for Restart

How to revamp organization for the New Reality

2

## Updated epidemic, economic, and business scenarios and impact

Epidemic progression

Economic impact

Business scenarios and impact

3

## Appendix: Detailed action areas and further readings

Detailed action areas for business leaders

Further readings

# COVID-19: Impact dashboard

As of 06 May 2020

## Epidemic Progression

**3.7M**

# of cases

**1.2M**

# of recoveries

**264K**

# of fatalities

	22 Apr	29 Apr	6 May
# of days of case doubling <sup>1</sup>	19	25	28
# of reported recoveries as % of total cases	27%	30%	33%
# of countries with 1k+ cases	81	85	89
# of tests / case <sup>2</sup>	19	20	21
# of tests / million <sup>2</sup>	12k	15k	19k

	Vaccine	Treatment
Trials in pre-clinical stage and beyond <sup>3</sup>	88	115
Trials in Phase 1 and beyond <sup>4</sup>	7	57
Current est. timeline for approval & scale-up	12-36 months <sup>5</sup>	6-24 months <sup>6</sup>

## Economic Impact

### GDP forecasts *(Current outlook, likely to evolve further)*

	2020		2021	
	As of Jan'20	As of May'20	As of Jan'20	As of May'20
IMF forecast				
US	2.0%	-5.9%	1.7%	4.7%
China	6.0%	1.2%	5.8%	9.2%
Europe	1.3%	-7.5%	1.4%	4.7%
India	5.8%	1.9%	6.5%	7.4%
Japan	0.7%	-5.2%	0.5%	3.0%

### Estimated current employment impact<sup>7</sup>

	Total employment 2019 (M)	Employees impacted <sup>8</sup> (M)	% of employees impacted
US	~159	~34	~21%
UK	~33	~5	~14%
Germany	~45	~10	~23%
France	~28	~10	~36%
Italy	~23	~6.5	~28%
Spain	~20	~4.3	~21%

## Business Impact

### Stock market performance<sup>9</sup>

20 Mar vs 21 Feb	-31%	-30%	-34%	-10%
06 May vs 21 Feb	-15%	-20%	-21%	-6%
	S&P500	FTSE100	DAX	CHN SSE

### Total Shareholder Returns<sup>9</sup>

First column: 21 Feb to 20 Mar; Second column: 21 Feb to 6 May

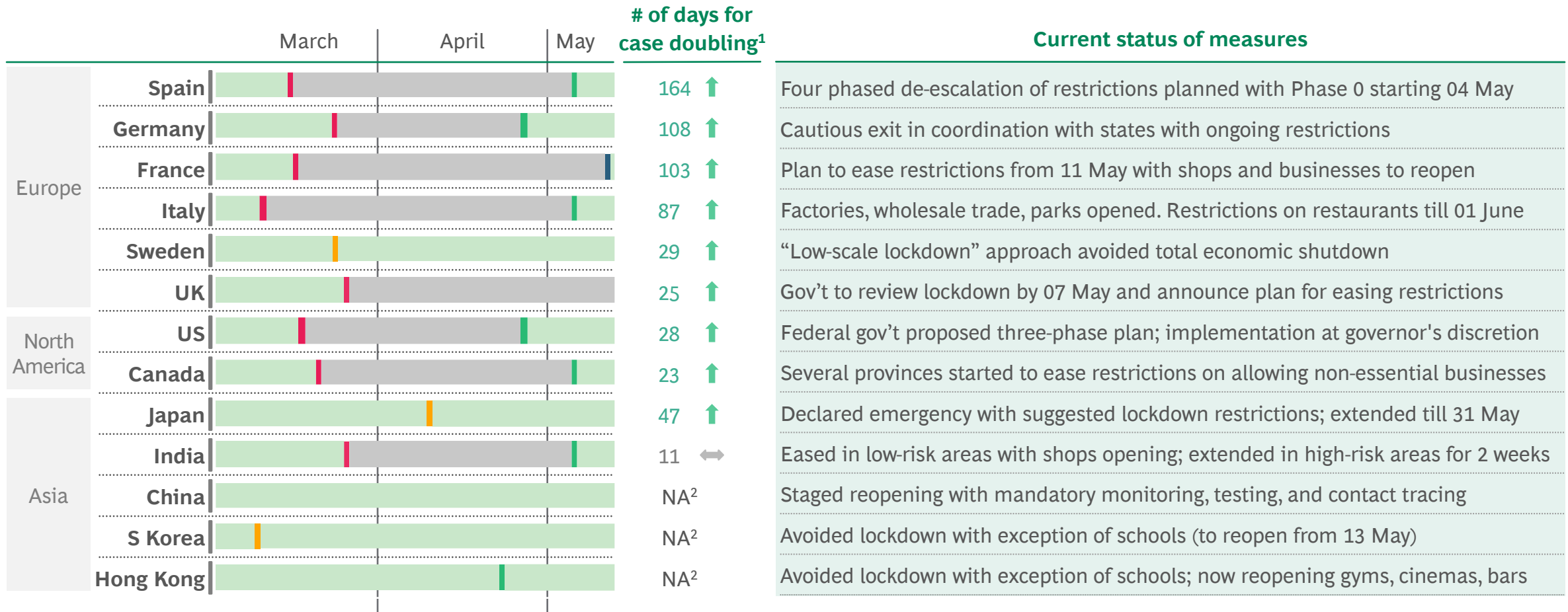
	Americas		Europe		Asia	
Pharma	-19%	1%	-20%	-1%	-22%	-4%
Telecom	-17%	-11%	-20%	-21%	-14%	-8%
F&B <sup>10</sup>	-26%	-15%	-24%	-18%	-12%	-3%
Software	-30%	-9%	-32%	-21%	-28%	-16%
Retailing	-42%	-25%	-36%	-24%	-24%	-3%
Capital goods	-38%	-22%	-35%	-25%	-29%	-19%
Financials	-36%	-22%	-35%	-23%	-19%	-10%
Real Estate	-42%	-33%	-26%	-23%	-22%	-9%
Auto	-47%	-36%	-45%	-30%	-32%	-20%
Energy	-56%	-37%	-45%	-30%	-41%	-27%

1. No. of doubling days based on 7 day CAGR 2. Mean of values for top 15 countries by nominal GDP (except China) 3. On-going trials including pre-clinical, Phase 1 (first trial in humans), Phase 2, Phase 3, Phase 4 4. On-going trials including Phase 1 (first trial in humans), Phase 2, Phase 3, Phase 4 5. 12 month development "best case", then likely to require time to scale across population 6. Remdesivir is approved now, could be more widely available by Jul '20. For the next wave, estimated timeline is Oct '20 – April '22 (6-24 months). If first round of drugs being tested succeeds – then 6-9 months; if not – substantially longer 7. Available data as of May 1; figures are changing rapidly and often being reported with a lag from the current date 8. Includes increase in unemployment and employees covered by government's wage support programs 9. Performance is tracked for two periods, first from 21 February 2020 (before international acceleration of outbreak) to 20 March 2020 (trough of the market) and from 21 February 2020 through 07 May 2020 10. Food & Beverage Source: WHO, World Bank, JHU CSSE, Our World in Data, IMF, Bloomberg, BCG, Employment data - Eurostat, Trading Economics; Gov't Wage Support figures: The Guardian (UK), Reuters (Italy), News Break (Spain), RFI (France), Barrons (Germany)



# Many countries in restart mode with easing of lockdown measures

As of 06 May 2020



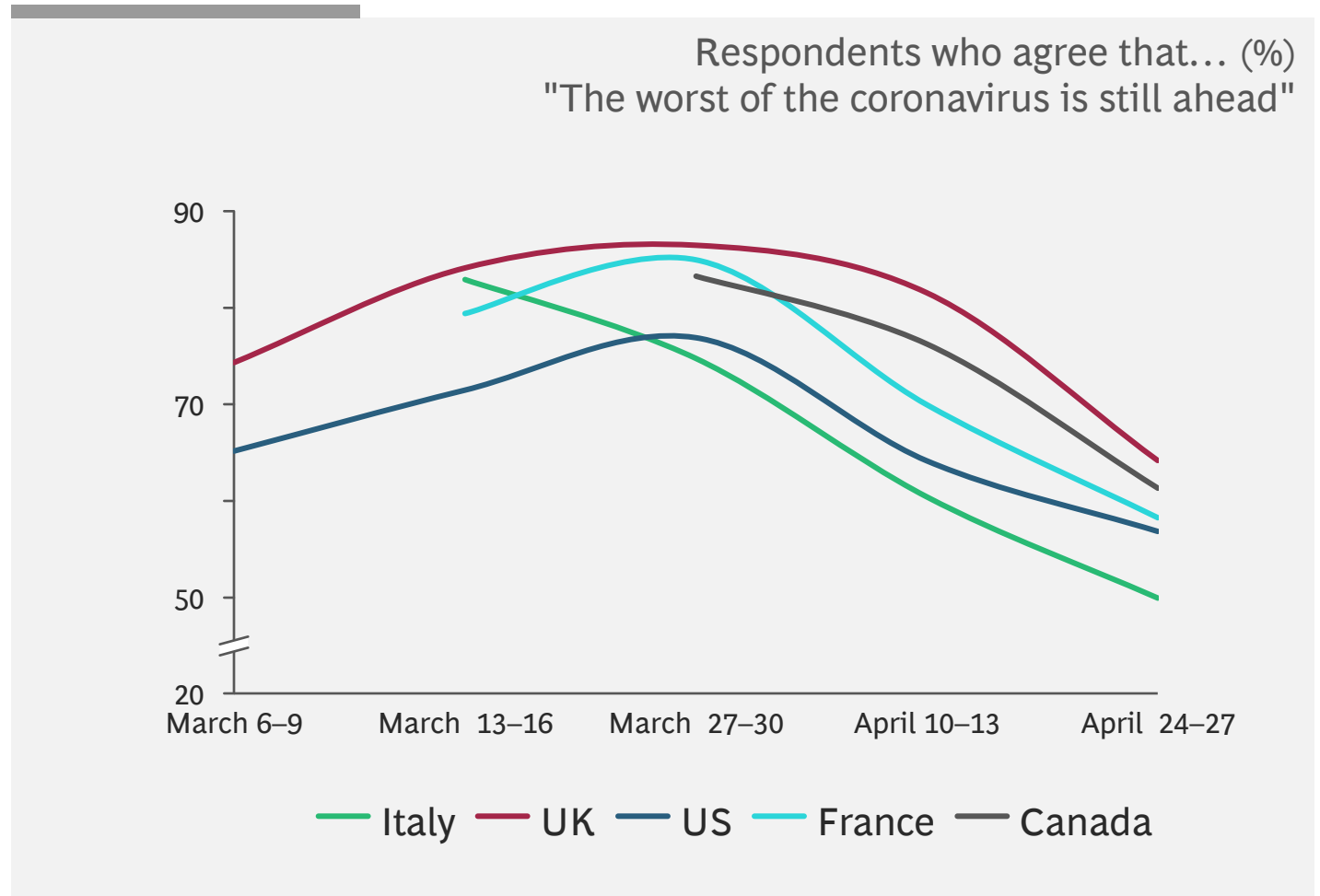
Restrictions without lockdown | Lockdown | Re-entry started | Planned re-entry ↑ Indicates improving trend

1. No. of doubling days based on 7 day CAGR; 2. For China, S Korea, Hong Kong, number of average daily new cases is fewer than 10 resulting in ~0% growth rate; and very high doubling days; Notes: ‘(Began...)’ refers to the start date of a country’s lockdown, lockdown definition varies among countries but generally refers to date non-essential businesses were ordered to shut down. Easing of lockdown comes with certain restrictions in all the countries; Source: Oxford COVID-19 Government Response Tracker, World Economic Forum, Our World in Data, Press search, BCG Analysis



Consumers starting to display more optimistic outlook than two weeks ago

As of 27 April 2020



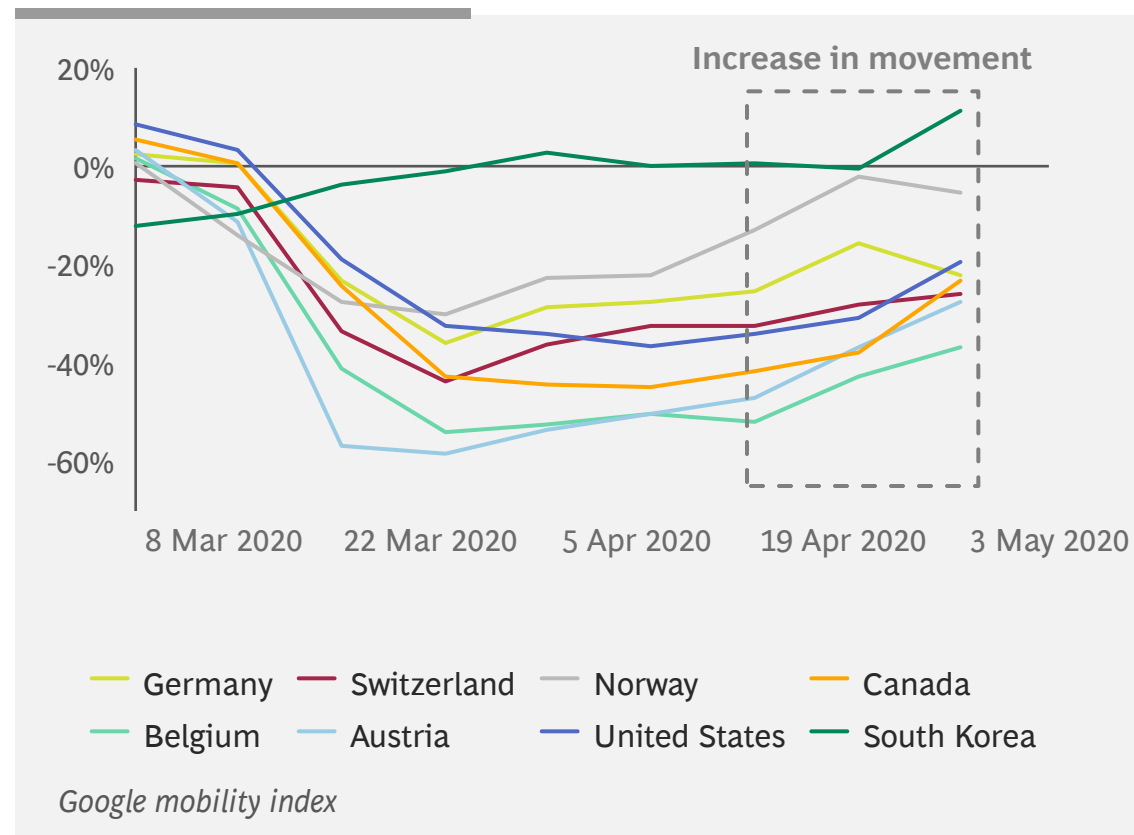
Source: BCG COVID-19 Consumer Sentiment Survey, March 6-9, 2020 (N = 3,454 UK; 3,465 US), March 13-16, 2020 (N = 2,521 France, 2,206 Italy, 2,797 UK, 2,417 US), March 27-30, 2020 (N = 2,928 Canada; 2,985 France; 2,150 Italy; 2,984 UK; 2,944 US), April 10-13, 2020 (N = 2,827 Canada; 3,156 France; 2,922 Italy; 3,112 UK; 2,960 US), and April 24-27, 2020 (N = 2,933 Canada; 2,954 France; 3,024 Italy; 3,126 UK; 2,783 US), unweighted, representative within  $\pm 3\%$  of census demographics.  
Note: Question text: "How much do you agree with each of the following statements about the coronavirus?"

# People starting to spend more time on the move

As of 02 May 2020

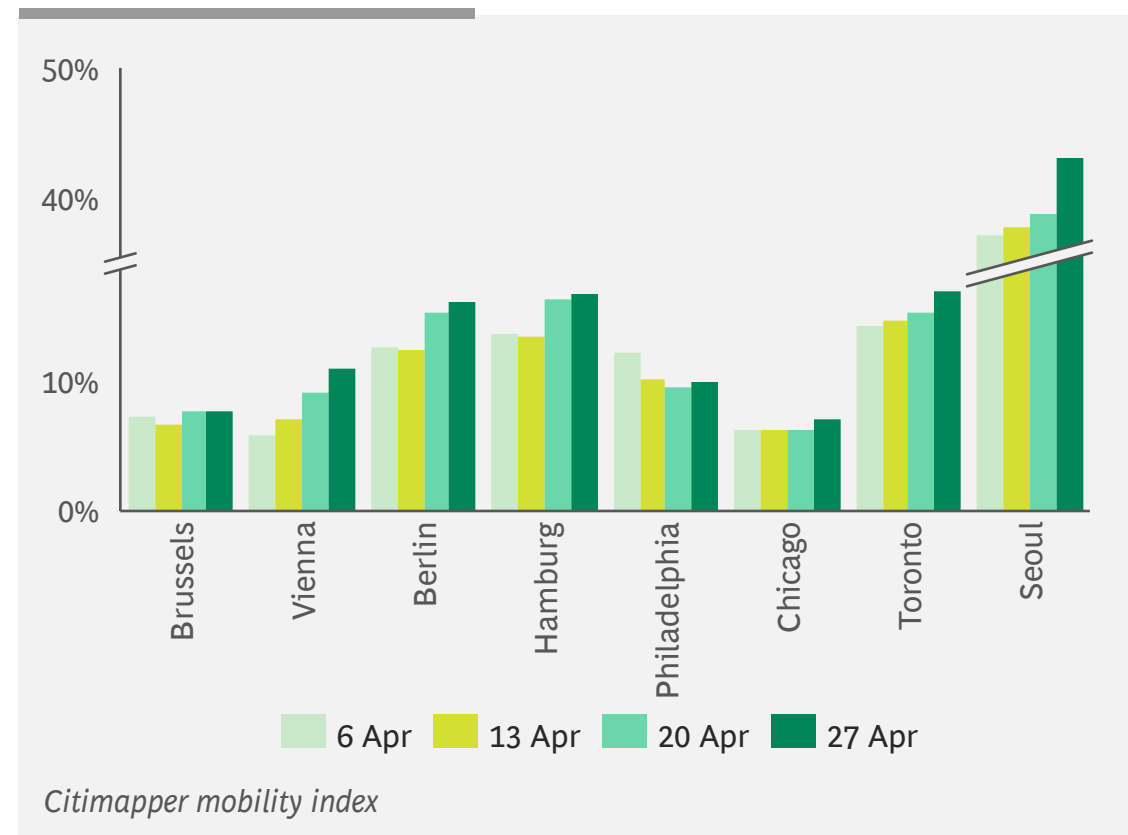
## Non-residential movement compared with usual

Tracked as changes<sup>1</sup> in visits to retail & recreation stores, grocery stores and pharmacies, parks, transit stations, and workplaces



## Weekly city movement compared with usual

Tracked as movement of people including walking, cycling, public transport usage, cabs, etc. by an app.; 100% implies usual level of movement



1. Taken as weekly average compared with decline from baseline (median value to corresponding day of the week during Jan3-Feb 6 2020); Represented only for selected countries. Note: Dates mentioned are the week commencing. Source: Google mobility report; Citimapper mobility index

# With Restart, businesses start to think about revamping organizations for the new reality

As of 06 May 2020



Mon 27 Apr 2020  
21.54 BST

## Ministers meet unions and business to plan getting UK back to work

Talks aimed at bringing in practices that reassure employees it is safe to leave lockdown



6 May 2020

## Coronavirus: Firms ready to restart within three weeks, says business group



Apr 16, 2020, 11.09 AM IST

## Coronavirus: IT sector looks at staggered opening

Prodded the lockdown, India's large IT firms have ensured as many as 85% of their employees are working from home, even while continuing to support global clients.



April 7, 2020


## What Will Tomorrow's Workplace Bring? More Elbow Room, for Starters



Date 26.04.2020

## German labor minister calls for right to work from home


Coronavirus has forced millions of Germans to work remotely. One minister wants this to continue, even after the threat from the virus has passed.



MARCH 30 2020

## How Covid-19 is accelerating the shift from transport to teleport

We are fast moving to a world where more economic activity takes place in digital form



04 May 2020

## COVID-19: How an office outbreak in South Korea shows that protecting workers is vital for relaxing lockdown



May 2, 2020, 10:39 AM GMT+5:30

## Singapore Signals More Working From Home Even After June 1 Deadline Lifts

# People priorities to be accelerated by the COVID-19 crisis

## Flatten

### From COVID-19...



KEY PEOPLE  
RESPONSES

- 1 Accelerate smart work
- 2 Enhance corporate health and hygiene
- 3 Manage workforce flexibility
- 4 Mitigate people and skills risk
- 5 Communicate openly with empathy
- 6 Stand together
- 7 Speed up digital readiness

## Fight & Future

### ...to the New Reality

- 1 Smart work (more remote, lower cost)
- 2 Comprehensive health and wellbeing
- 3 Flexible workforce
- 4 New talent and skill paradigm
- 5 Leadership with head, heart, and hands
- 6 Purpose-driven organization and culture
- 7 Resilient and Bionic organization



THE NEW  
REALITY

# 7 people priorities for the new reality



THE NEW  
REALITY

- 1 Smart work (more remote, lower cost)**
  - Accommodate virtual collaboration and remote work at scale
  - Try a new approach that balances remote and on-site work
  - Set up smart workspaces
  - Realize the cost upsides
- 2 Physical and mental health**
  - Cultivate physical health capabilities
  - Make mental health and mindfulness matter
  - Promote wellbeing and resilience
- 3 Flexible workforce**
  - Make your workforce, cost, and skill-planning dynamic
  - Tailor working models to employees
  - Institute new performance, rewards, and compensation systems
- 4 New paradigm for skills and talent**
  - Create an adaptive learning ecosystem
  - Upskill and reskill by building digital capabilities at scale
  - Refocus and enable talent programs and platforms
- 5 Leadership with head, heart, and hands**
  - Lead with empathy, and direction
  - Enable and empower frontline leaders
  - Develop a continuous, two-way communication platform
- 6 Purpose-driven organization and culture**
  - Foster a culture of resilience
  - Align purpose, vision, and values
  - Commit to sustainability and social impact at a higher level
- 7 Resilient and Bionic Organization**
  - Simplify your operating model
  - Harness data and digital platforms
  - Use AI and algorithms to complement humans
  - Adopt agile at scale



1

# Smart work (more remote, lower cost)

Which smart work practices will remain after the crisis? How can we optimize for safety, productivity, and effectiveness while realizing cost savings?

- Who should work remotely in my organization?
- What should the newly balanced model be?
- Which tools do we need for remote collaboration?
- How do we keep motivation and productivity high?
- Can we translate changes to OPEX savings?

## Find the right balance between onsite and remote...

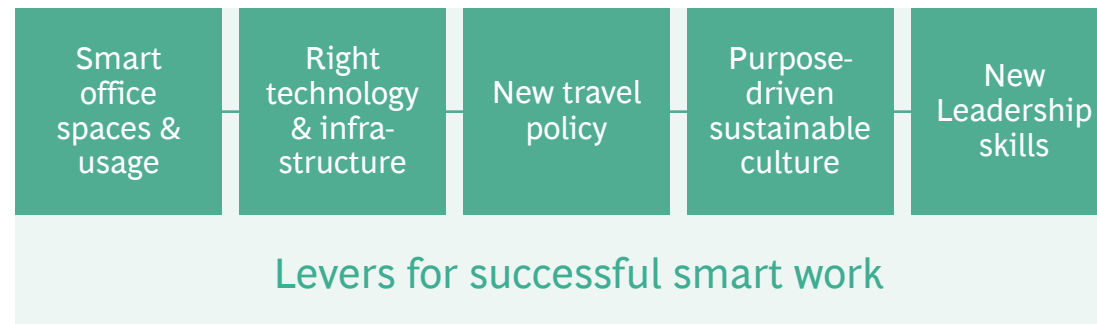
### On-site work benefits

- Easier communication and social interaction
- Better group creativity and problem-solving
- More “chance” encounters yielding potential

### Remote work benefits

- Easier social distancing
- Lower infrastructure costs
- Better environmental footprint
- Reduced commuting and travel time

## ... and pull the right levers to make it work ...



1. Based on 0.6 desks/employee  
Source: BCG

## ...for safety, productivity, effectiveness, and cost savings

Example  
**Insurance company**

~40%

target for remote work

~20-40%

reduction in desks<sup>1</sup>

~10%+

reduction in leasing expenses

~5-10%

reduction in travel expenses

## Physical and mental health

How do we ensure employee safety?  
How can we manage increased stress and make working models sustainable?

- What physical health and safety measures should be maintained for rebound preparation?
- What mindfulness and mental health measures can help employees improve their wellbeing and performance?
- What innovative tools can we leverage to optimize for customization and access?

### Ensure physical health—non-negotiable for operations

- 1 | Update emergency protocols
- 2 | Create transparency for workforce
- 3 | Increase hygiene standards
- 4 | Guarantee social distancing
- 5 | Track infection chains

#### Example | App manages operational safety

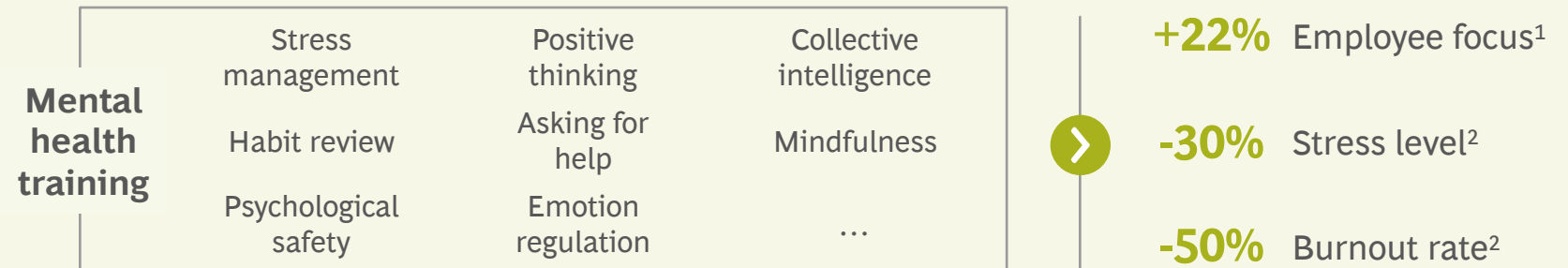


#### Safe@Work

- Targeted information
- Crowd density alerts
- Contingency staffing
- Workspace management
- Compliance monitoring
- Self-reporting
- Infection tracing

### Foster mental health—more critical than ever

#### Example | Service provider offers employees mental health training



1. Mayer (2018): Mastering Digital Transformation with Mindfulness; SAP Blog (n = 650) 2. Aikens (2014): Mindfulness Goes to Work Impact of an Online Workplace Intervention; Journal of Occupational and Environmental Medicine (n = 89)  
Source: BCG



## How do we translate the changing business demands to dynamic workforce adjustments?

- Which areas are most **critically affected** by smart work?
- Do we **expect capacity gaps and surpluses** in any of the areas?
- What measures can we take to **manage the gaps**?

## Understand changing demand and the impact on staff functions...

Illustrative

Surpluses and shortfalls per function month by month via planning model

Demand versus supply (# FTE, color %)

Function	FTE	Demand versus supply (# FTE, color %)																					
		Surplus								Shortfall													
Finance & Controlling	407	0	3	6	10	15	20	25	20	10	10	5	3	3	2	3	-1	2	-1	2	0	0	
Engineering	799	0	3	56	78	120	110	115	100	78	56	35	25	15	5	3	-3	-5	-8	-10	-15	-15	
General Management	587	0	2	10	15	20	15	15	20	15	10	10	10	8	7	7	8	10	13	7	8	3	
...																							
		Q3 2020			Q4			Q1 2021			Q2			Q3			Q4			Q1 2022			...

## ... then manage the surplus/gaps proactively

### Reduce employee capacity

- Reduce overtime
- Extend vacations
- Furloughs, leaves
- Short-time work
- Terminate contractors
- Hiring/promotion stop
- ...

### Optimize personnel factor costs

- Leverage governmental support
- Delay/reduce voluntary payments
- Reduce other expenses (e.g. travel)
- (Re)negotiate tariffs
- ...

### Repurpose workers for other activities

- Insource: replace ext. with int. workers
- Second people to other organizations
- Pool talents across or within industry
- Support pro bono work
- ...

### Ramp up/shift capacity

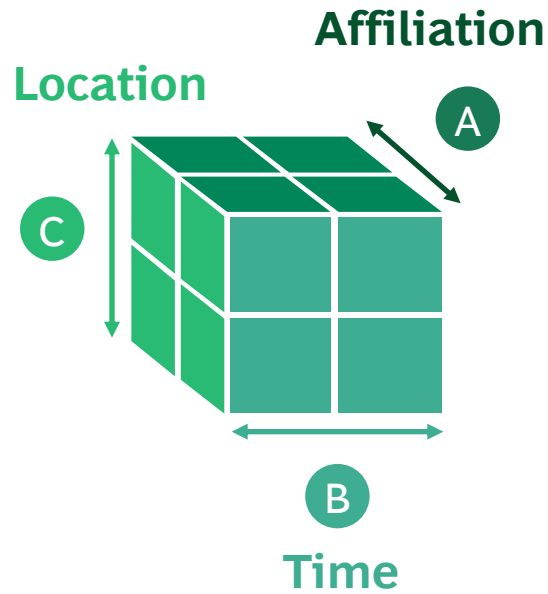
- Bring back alumni/part-timers
- Offer inducements
- Leverage talent platforms
- Expand automation of work
- ...

# Example | Companies leverage flexible work models in three dimensions

3

## Flexible workforce

### Dimensions of flex-work models



### A Affiliation

#### Contracted ↔ Contingent

Leverage flex-talent options: use gig economy platforms, share workforce with partners in your ecosystem, etc.

Example

**Pharmaceutical company**

#### Uses on-demand talent

Rapid spin up/down of research teams in changing clinical trials results in much lower cost

### B Time

#### Full-time ↔ Part time

Individualize flex-time options, such as part time work adapted to team specifics, life stages, and nature of work

Example

**Facilities mgmt.<sup>1</sup> firm**

#### Introduces flex-time

Initiative lets employees craft individual flex-time work options with their managers

### C Location

#### Onsite ↔ Remote

Introduce flex-location options, such as offering remote work adapted to needs, possibilities, and nature of work

Example

**Health care provider**

#### Pilots remote working

Call center staff leveraging special at-home technology saves space and attract better global talent

1. Management Source: BCG

4

## New paradigm for skills and talent

### How can we quickly up- and re-skill our talent in line with changing ways of working and business demand?

- Which skills are becoming more critical and should be **development priorities**?
- How do we assess **employees' current skill level**?
- What should an **integrated learning journey** look like?
- How do we **source talent** in the New Reality?

### Determine who needs which skills in the future...

		Illustrative					
		Digital business		Digital HR		Adv. Analytics	
		Digital business models & ecosystem		Build employee journeys		Robotic process automat.	
Capabilities	Job function	...	...	...	...	...	...
1	Lead/Global Business Partner	A	A	B	A	A	B
2	Talent Attraction (incl. student)		A	B		B	B
3	Learning Program Manager	A		E			B
4	...						

Not directly relevant   
  A Awareness "I know"   
  B Basic "I can apply"   
  E Expert "I can teach"

### ... and source proactively

- Bring back  
Alumni talent pools
- Borrow  
Gig economy and contract labor
- Buy  
Tech-enabled recruiting
- Ro(Bot)  
Automation
- Build  
Training and development

### Example | Household products retailer builds offline workers' digital skills

Majority of salesforce skilled for sales in 150 **offline stores**  
 Offline sales limited due to **shutdown**  
**Digital skills lacking** for acceleration of online sales



**Virtual training** to drive customer acquisition on third-party online tools  
**Conversion of offline staff to digital salesforce** within one week



Acquisition of **~20k** new customers

## Leadership with head, heart, and hands

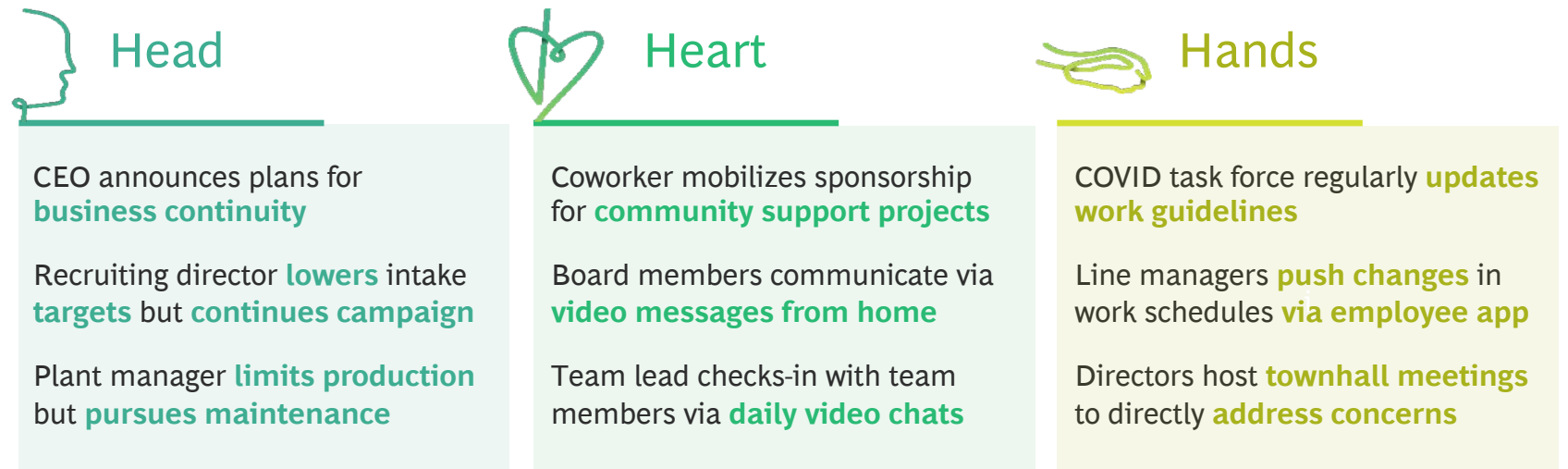
What have we learned about our firm's leadership capabilities in this crisis and how can we prepare it for the future?

- What do leaders need to **do now**?
- How can we build capabilities of **frontline leaders**?
- How can we **drive behavior change**?

### Envision, inspire, and execute on three topics and timelines



### Example | Mining company uses head, heart, hands to communicate to employees



## Purpose-driven culture

What did the crisis teach us about our organization's purpose and culture and how should we shape it for the future?

- How should we **lean into our purpose** and vision?
- Do we need to **adapt our culture**?

Link purpose, strategy, and culture to succeed in the new reality



Example | **Supermarket leans into purpose in reaction to COVID-19 crisis**



## Resilient and Bionic Organization

### How can we rapidly simplify our operating model to prepare for the new reality?

- How can we **increase productivity** with a new operating model?
- How can we **simplify the organization** quickly and reduce costs?
- How do we enable more **agile ways of working and increase resilience**?

### Pull key levers to accelerate org design for the new reality...



*Near-term:*

Prepare for strongest possible crisis impact

➤ **Cost efficiency & productivity**

*Mid-/long-term:*

Prepare for rebound and pursue structural enhancements

➤ **Agility & resilience**

### ... following five-step logic

- 1** | **Rapid assessment** of current state and future needs to prioritize areas of focus
- 2** | Finding the 'Big Rocks'—**no-regrets moves** for rapid cost take out
- 3** | Defining **meaningful changes** to the operating model for the New Reality
- 4** | **Accelerated implementation** across the full organization
- 5** | Start of transition to **Resilient and Bionic Organization** with agile and digital structure, processes, and talent



# Leaders need to assess current capabilities and strategic importance as they chart their priorities

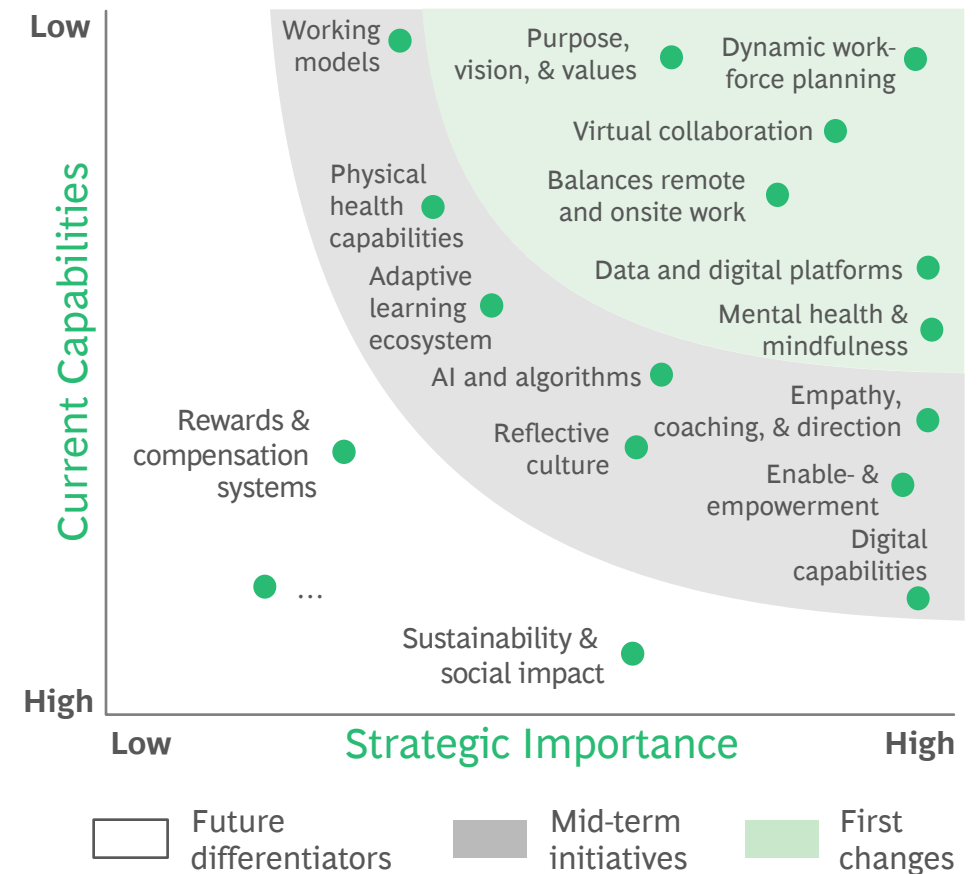
## A Quick assessment of current capabilities and strategic importance of New Reality topics

		Current capabilities				Strategic importance			
		Low	High	Low	High				
		1	2	3	4	1	2	3	4
1	Smart work (more remote, lower cost) ...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Physical and mental health ...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Flexible workforce ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	New paradigm for skills and talent ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	Leadership with head, heart, hands ...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	Purpose-driven culture ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7	Resilient and Bionic organization ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Source: BCG

Illustrative

## B Identification and prioritization of key initiatives and next steps







1

## Guide for leaders

Getting ready for Restart

How to revamp Organization for the New Reality

2

## Updated epidemic, economic, and business scenarios and impact

Epidemic progression

Economic impact

Business scenarios and impact

3

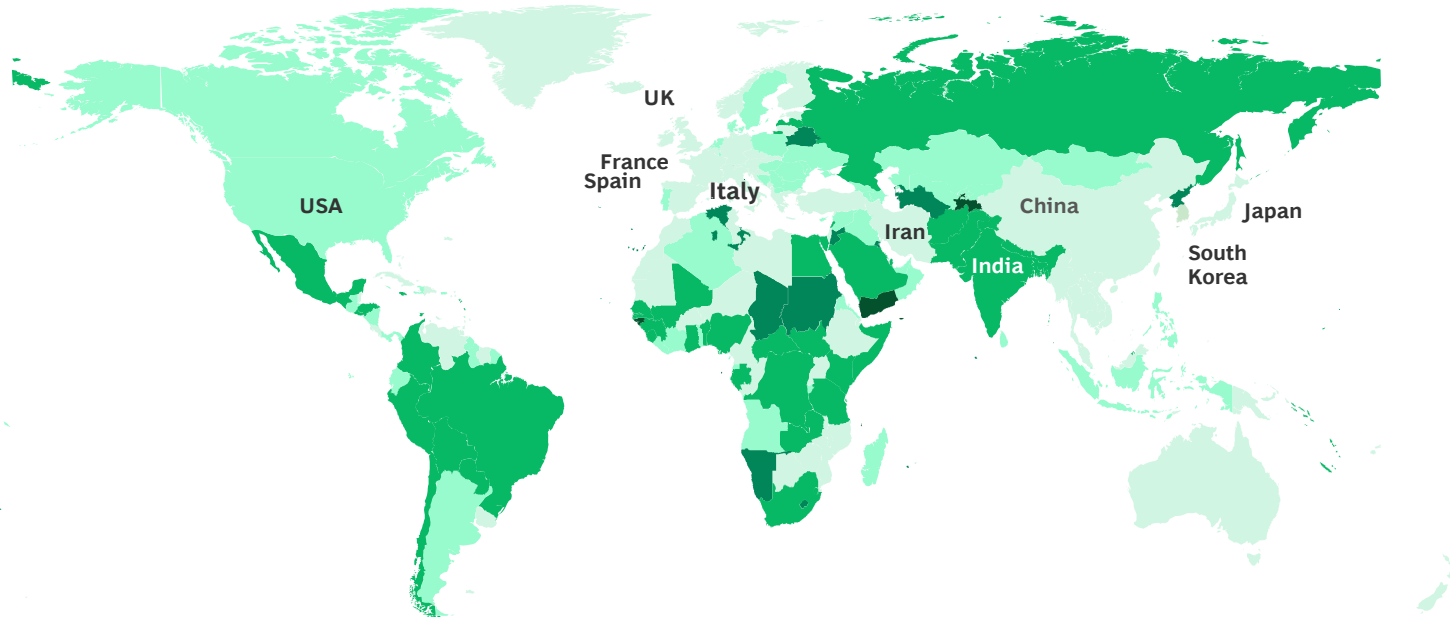
## Appendix: Detailed action areas and further readings

Detailed action areas for business leaders

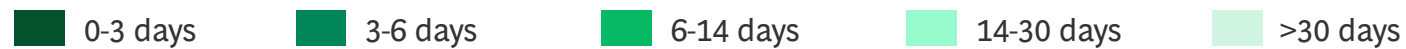
Further readings

# ~33% reported recoveries<sup>1</sup> globally so far; case doubling rate improves to 28 days

As of 06 May 2020



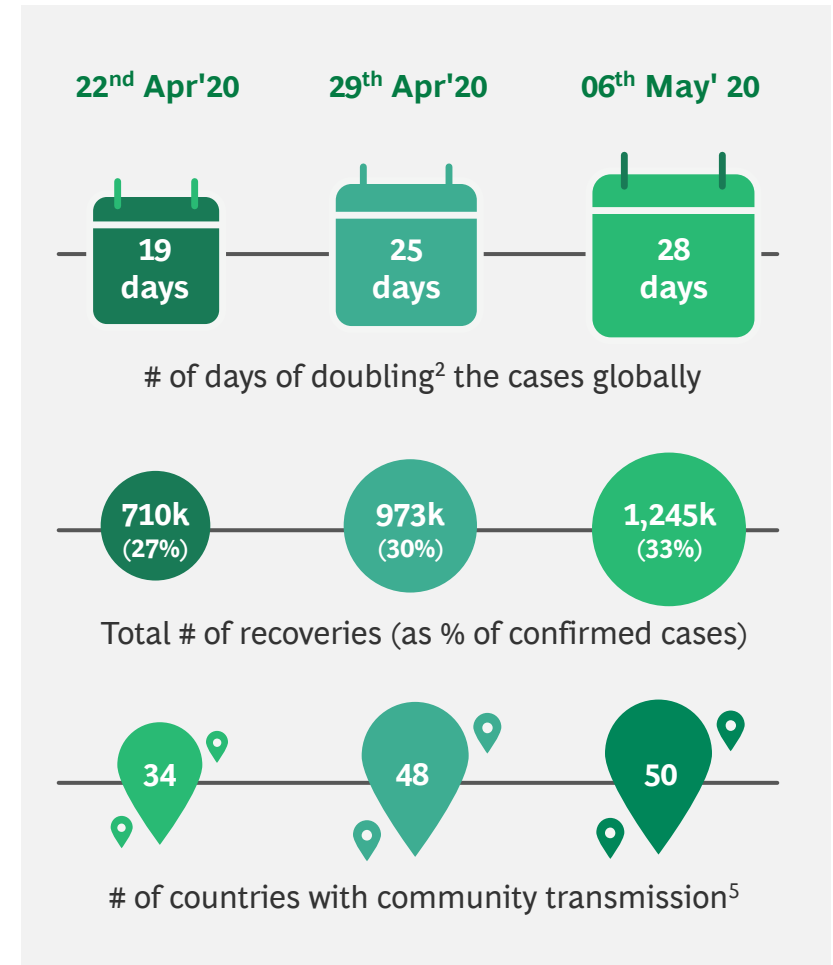
Days of doubling cases:



**184**  
Countries with cases<sup>3</sup>

**3.7M** [ $\Delta 2\%$ ]<sup>4</sup>  
Confirmed cases globally

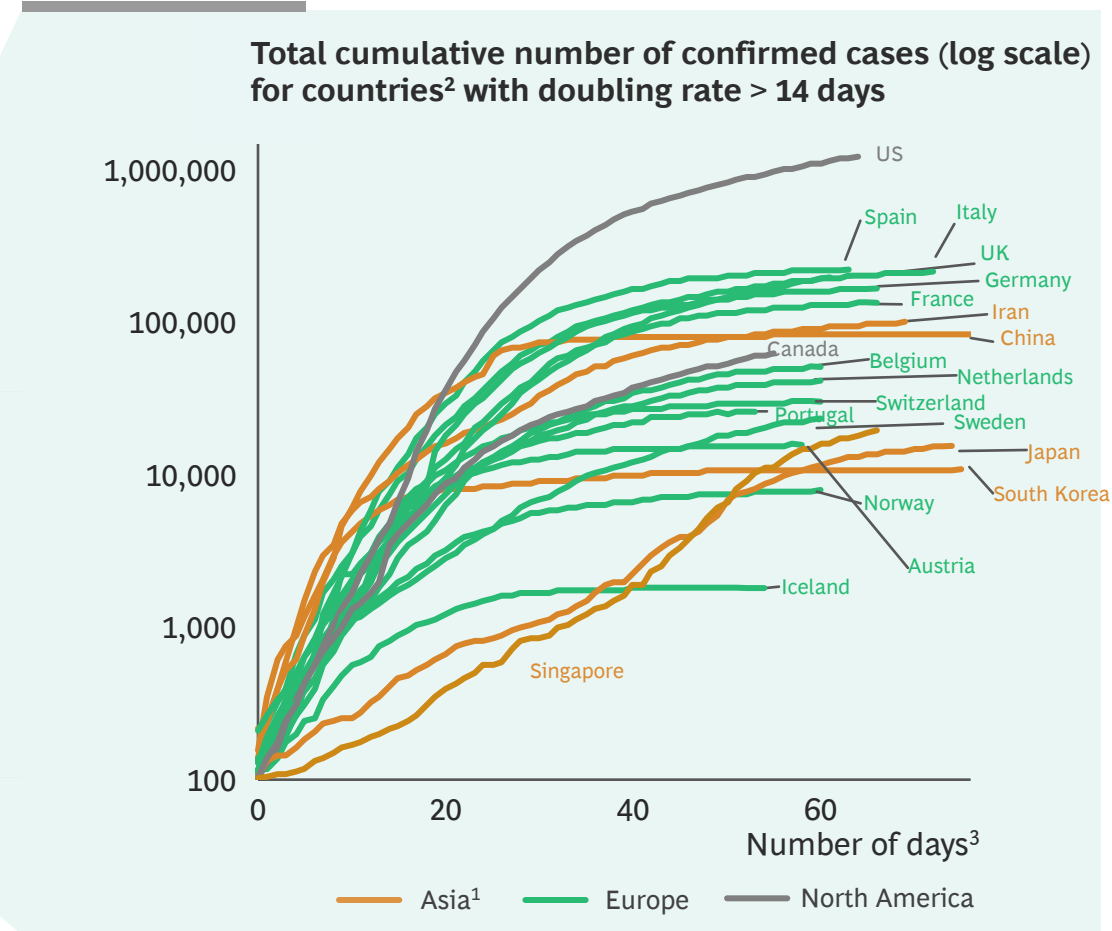
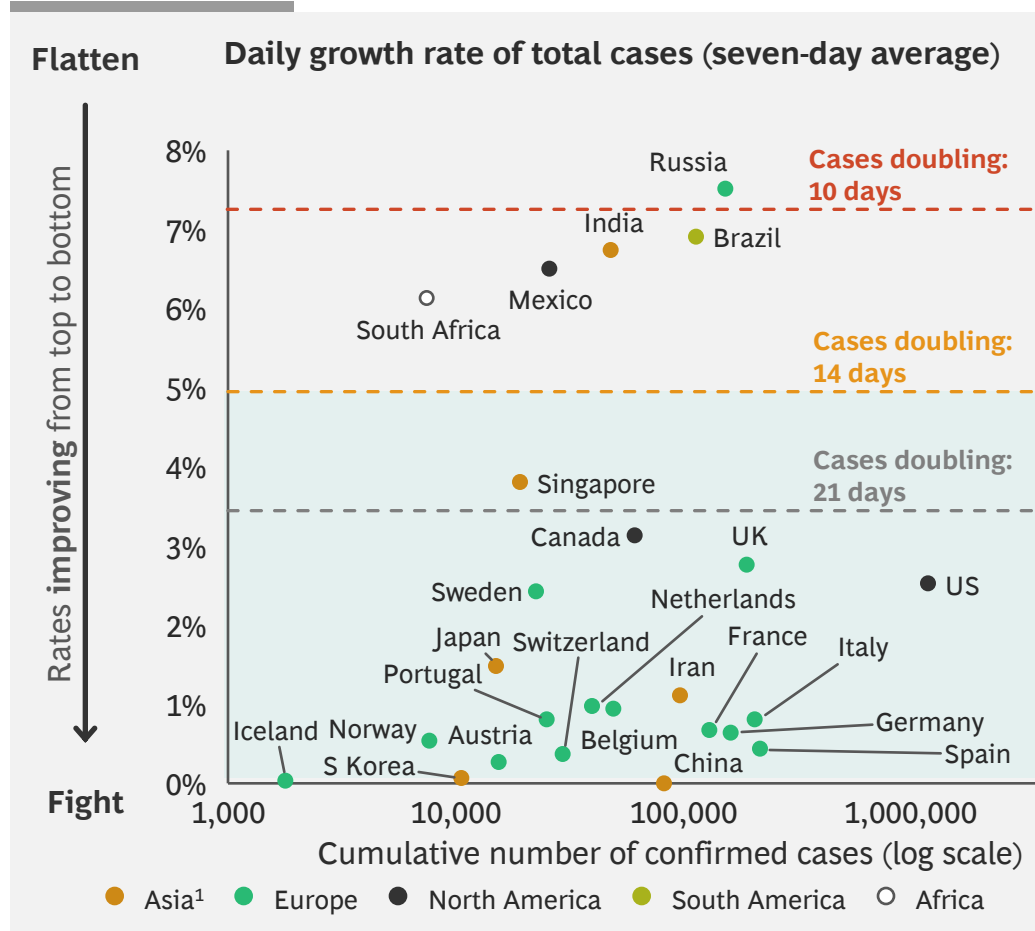
**264k** [ $\Delta 2\%$ ]<sup>4</sup>  
Fatalities globally



Note: Continued cases and fatalities are subject to different testing, propensity, reporting standards and hence imperfect measures  
 1. Refers to total reported recoveries as a percentage of total reported infections (cases), 2. No. of doubling days based on 7-day CAGR 3. Basis Johns Hopkins CSSE; 4. Daily growth rate basis 7-day CAGR; 5. Community transmission defined basis WHO - Countries experiencing larger outbreaks of local transmission on basis of decided factors  
 Sources: Johns Hopkins CSSE, Our world in data, WHO situation reports, BCG analysis

# Many countries currently flattening the curve

As of 06 May 2020

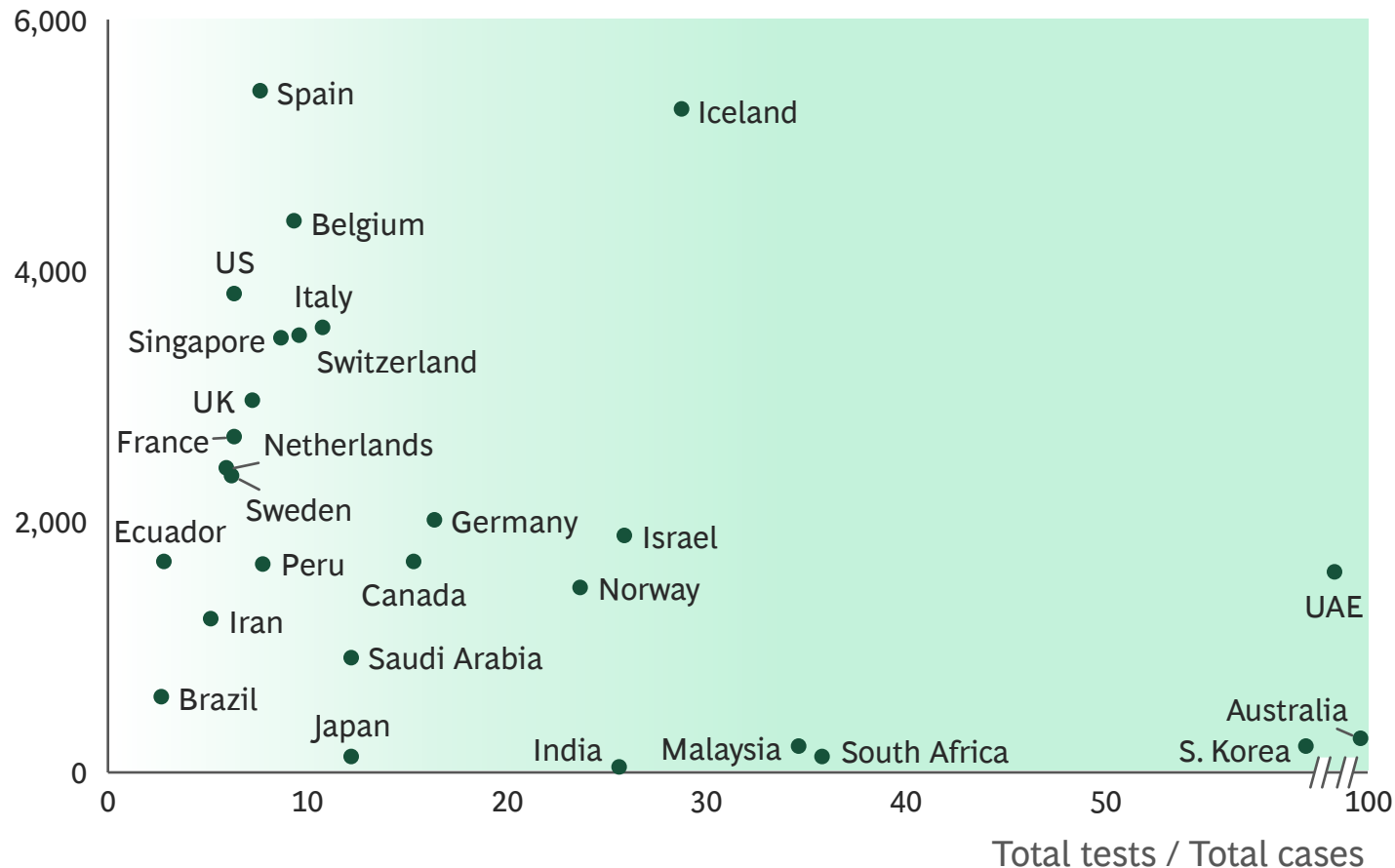


Includes Middle East 2. Countries selected from the chart on the left 3. # of days after exceeding 100 confirmed cases  
 Source: Johns Hopkins CSSE, Our World in data, WHO situation reports

# Countries planning to relax lockdown measures and substantially ramp-up testing

As of 06 May 2020

Cumulative # of cases per million population



- For countries with complete or partial lockdowns (Singapore, UK, France, etc.), **reopening is gated by lack of widespread testing**
- For countries with relaxed lockdowns (S. Korea, Australia, etc.), **continued higher testing critical**
- For countries to move to the right and reopen, they need an **integrated Virus Monitoring System** that includes testing, tracking, and tracing

# Testing landscape is changing: Tests to detect viral genome and patient immune response are now available

As of 04 May 2020

Not exhaustive; US example

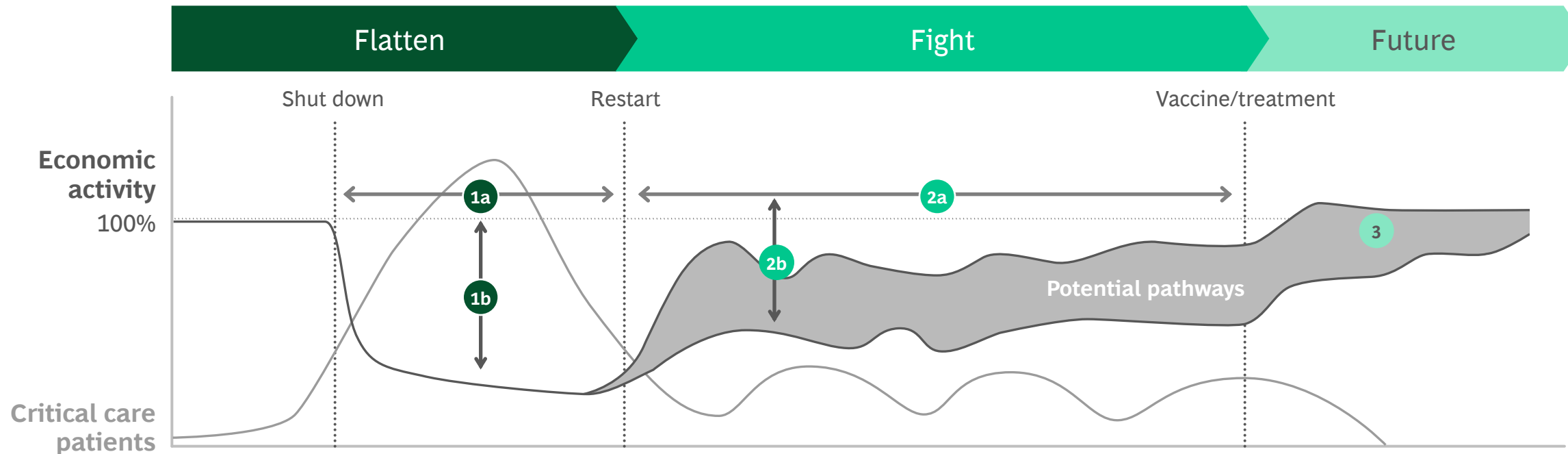
Test purpose		Available for last 3+ weeks	Becoming available now (over last 1-2 weeks)	In development
Presence of viral genome	Lab-based			
	Near-patient /Point-of-Care		<p>Rapid, on-site portable test</p>	
Immune response to virus	Lab-based			
	Near-patient /Point-of-Care			<p>Many players announced development plans<sup>1</sup></p>
Antigen tests: Presence of viral particle				
Viral load: Amount of virus		Currently none		

1. More than 120 serology test makers have notified FDA that they have serology tests available for use as of April 23, 2020  
Source: CDC website, FDA website, company websites, BCG analysis

# Scenarios and impact | Five key questions

As of 06 May 2020

Illustrative



Five questions will shape the economic impact

- 1a What will the **LENGTH** of "Flatten" be?  
What are the preconditions to transition?  
When will we achieve them?
- 1b To what **DEPTH** does the economy drop in "Flatten"?

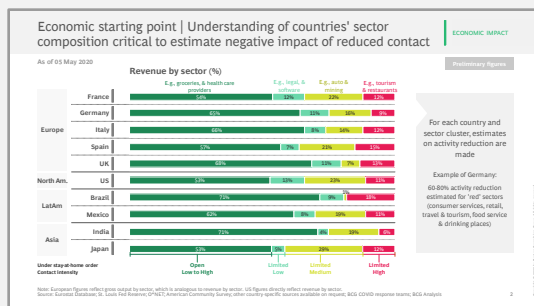
- 2a What will the **LENGTH** of "Fight" be?  
What are the preconditions to transition?  
When will we achieve them?
- 2b What will the **DEPTH** of "Fight" be?  
What level of recovery does the economy achieve in "Fight"?

- 3 Where does the economy return to, relative to the pre-COVID era in "Future"?

# Methodology | To determine economic impact, must derive depth (from economic starting point) and factor-in length of crisis

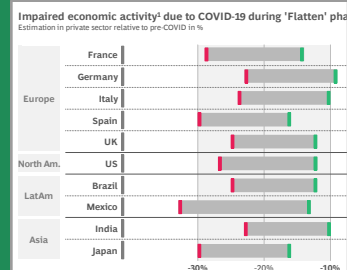
Shown for 'Flatten' as length of 'Fight' still unknown

## Economic starting point: Understanding a country's sector composition



For each country and sector cluster, assumptions are made on activity-reduction based on reduced contact

## Depth: Deriving the impaired economic activity



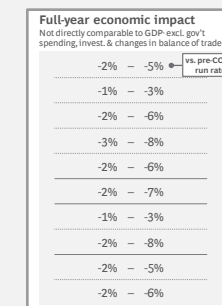
For each country, a range of microeconomic loss is derived

## Length: Factoring-in the duration of crisis



For each country, expected length of stay-at-home order is factored in

## Projected economic impact: Determining the result as full-year economic impact from direct impact of disease



Result is full-year economic impact (not comparable to GDP as excludes fiscal stimulus and other effects) – need to combine pre-crisis, Flatten, and Fight phase to conclude impact for 2020

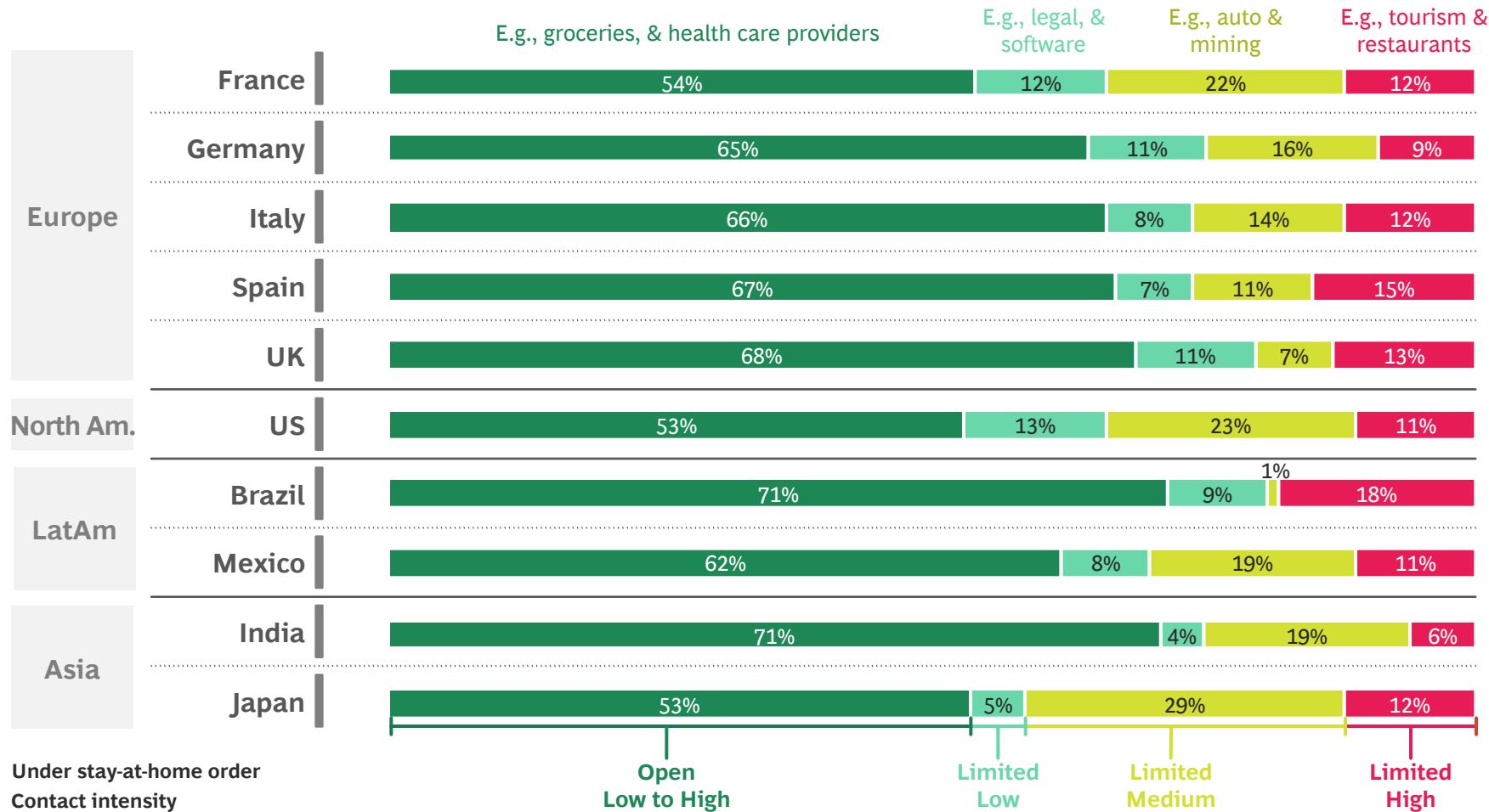


# Economic starting point | Understanding of countries' sector composition critical to estimate negative impact of reduced contact

As of 05 May 2020

Preliminary figures

## Revenue by sector (%)



For each country and sector cluster, estimates on activity reduction are made

Example of Germany:  
60-80% activity reduction estimated for 'red' sectors (consumer services, retail, travel and tourism, food service and bars)

Note: European figures reflect gross output by sector, which is analogous to revenue by sector. US figures directly reflect revenue by sector.  
Source: Eurostat Database; St. Louis Fed Reserve; O\*NET; American Community Survey; other country-specific sources available on request; BCG COVID response teams; BCG Analysis

# 'Flatten' | Impaired economic activity (depth) and lockdown duration (length) yield full-year economic impact for 'Flatten' phase

As of 05 May 2020

Need to combine pre-crisis, 'Flatten' & 'Fight' phase to conclude impact for 2020

## Impaired economic activity<sup>1</sup> due to COVID-19 during 'Flatten' phase

Estimation in private sector relative to pre-COVID in %

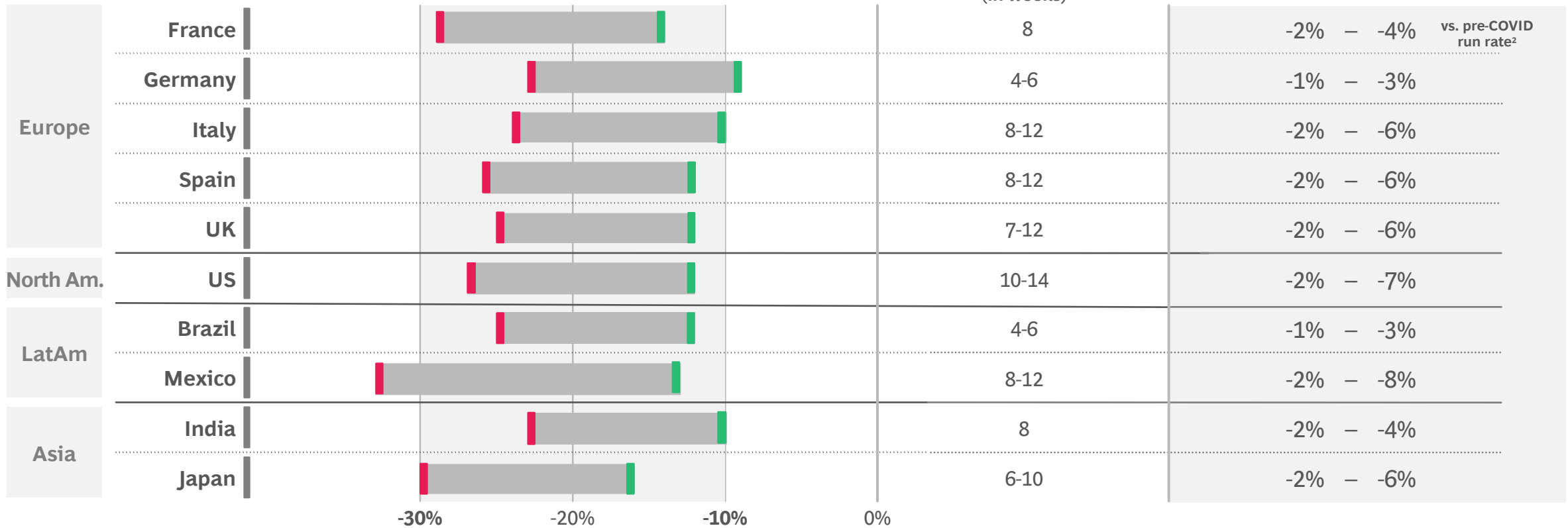
x

Lockdown duration (in weeks)

=

## Full-year economic impact

Not directly comparable to GDP: excludes gov't spending, investment, and changes in balance of trade



**Disclaimer:** These analyses represent only potential scenarios based on discrete data from one point in time. They are **not intended as a prediction or forecast** and the **situation is changing daily**. Figures shown only reflect economic activity "directly displaced" by effect of virus. However, **multi-order impacts and the impact of government spending and stimulus not considered**

Max of estimated range (i.e. period hardest hit by the lockdown)

Min of estimated range

Note: Lockdown length capped at 6 weeks.; We expect a lot of variations across geographies, even within countries.

1. European figures reflect gross output by sector, which is analogous to revenue by sector. US figures directly reflect revenue by sector. 2. Only accounts for COVID-19 impact, does not factor in underlying growth. 30

Source: Eurostat Database; St. Louis Fed Reserve; O\*NET; American Community Survey; other country-specific sources available on request; BCG COVID response teams; BCG Analysis

# 'Flatten' | ~15 to 35% of employees in Europe and the US impacted by COVID-19 crisis

As of 06 May 2020

Numbers are approximate

Preliminary figures

		2019 total employment (M)	Increase in un-employment (M)	Employees covered by support programs (M)	Employees impacted by COVID-19 crisis		Comments
					Absolute numbers (M)	% of total employment	
Europe	France	28	0.1	10.0	10	36%	Temporary unemployment scheme – 84% of net wages paid by government
	Germany	45	0.1	10.1	10	23%	Assistance program launched to provide government funds to cover lost wages
	Italy	23	-1	5.0 - 7.7 <sup>2</sup>	5 - 8	22-33%	Expansion of salary support for employers and €300m fund for employees with reduced hours
	Spain	20		3.5 - 5.0	3.5 - 5.0	18-25%	Firings banned but temporary layoffs allowed – 70% of salary paid by the state
	UK	33	0.6	4.0	5	14%	Program to pay companies 80% of salaries for non-working staff to keep them employed
North America	US	159		33.5 <sup>3</sup>	34	21%	Government wage support provided through unemployment insurance

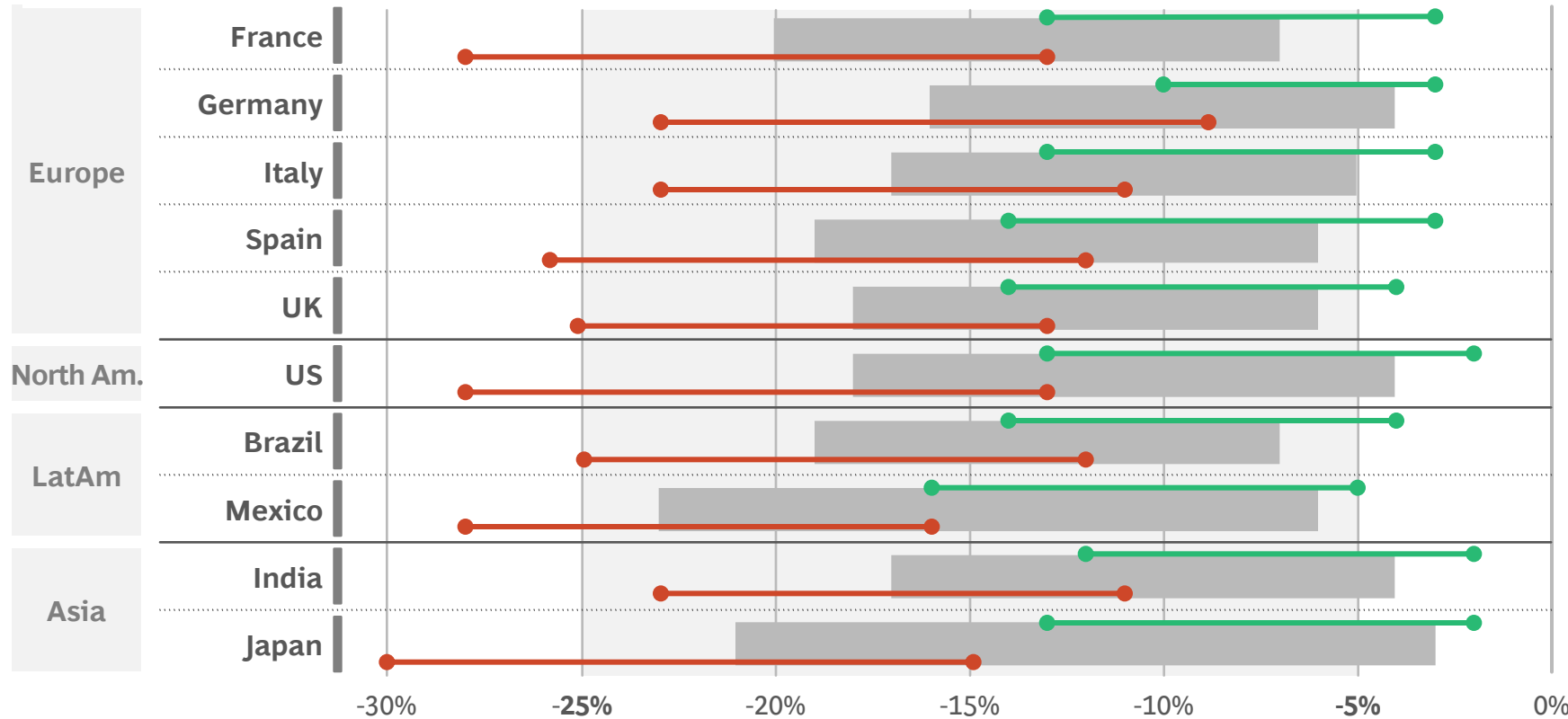
Note: These figures are changing rapidly and are often being reported with a lag from the current data.; Bolded figures are rounded to the nearest million; 1. Absolute unemployment went down driven by less people looking for work; 2. Only 5M have received funds.; 3. Government wage support provided through unemployment insurance; jobs protected by PPP not included.

Source: Employment figures: Eurostat (Europe), Trading Economics (US); Gov't Wage Support figures & comments: The Guardian 4/27 (UK), Reuters.com 4/29 (Italy), The Financial Times 5/7 (US), Reuters 5/5 (Spain), RFI 4/22 (France), Barrons 4/30 (Germany)

# 'Fight' | ~5 to 25% of economic activity can be temporarily at risk – implying protracted economic challenges

As of 05 May 2020

**Impaired economic activity<sup>1</sup> during 'Fight' phase**  
 Estimation in private sector relative to pre-COVID-19 in %



To determine full-year economic impact, need to factor in length of 'Fight' which is still unknown – see next page for estimated timeline

**Disclaimer:** These analyses represent only potential scenarios based on discrete data from one point in time. They are **not intended as a prediction or forecast** and the **situation is changing daily**. Figures shown only reflect economic activity "directly displaced" by effect of virus. However, **multi-order impacts and the impact of government spending and stimulus not considered**

●—● Upper bound case    
  Base case    
 ●—● Lower bound case

Note: Gov't employment does not include health care in EU countries to maintain comparison with US.; We expect a lot of variations across geographies, even within countries, hence the wide ranges.

1. European figures reflect gross output by sector, which is analogous to revenue by sector. US figures directly reflect revenue by sector.

Source: Eurostat Database; St. Louis Fed Reserve; O\*NET; American Community Survey; other country-specific sources available on request; BCG COVID response teams; BCG Analysis

# 'Fight' | Accelerated movement toward vaccine or treatment at scale could limit Fight phase to 12-24 months

As of 06 May 2020

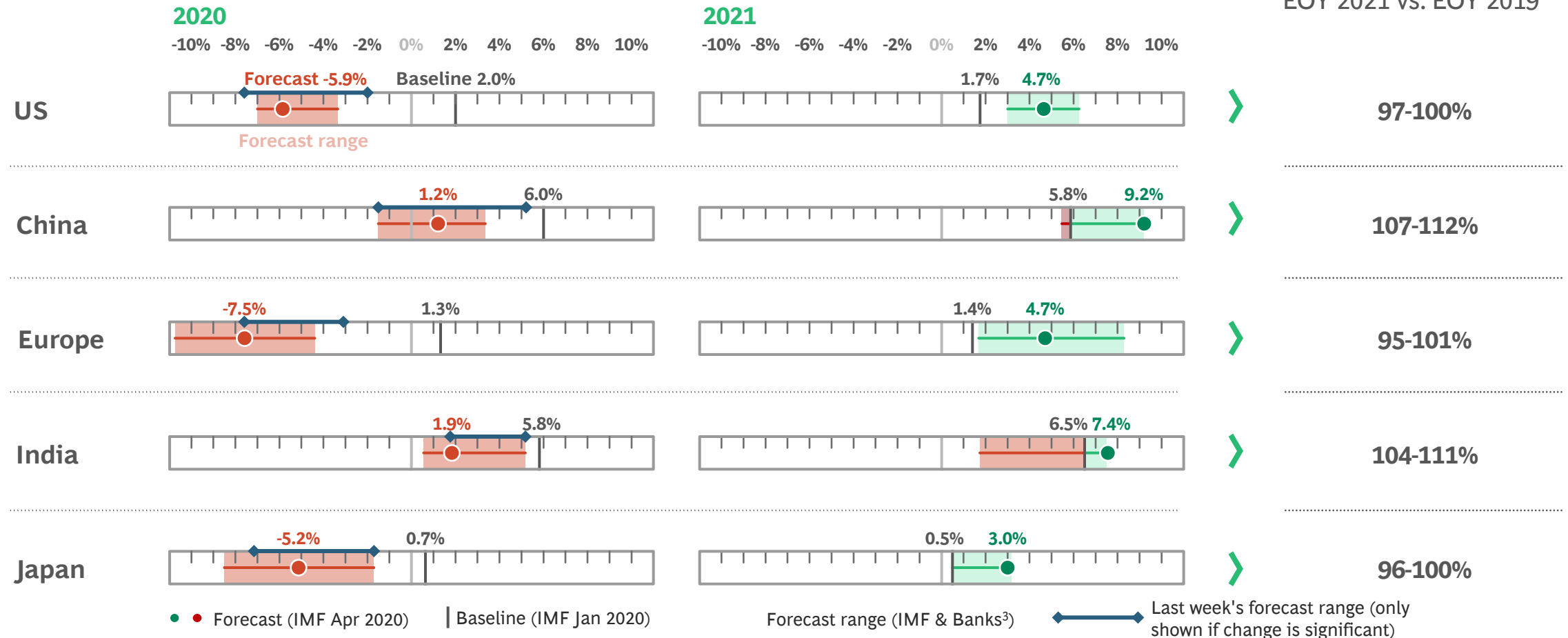
	Current status		Estimated timeline
<b>Vaccine</b>	<ul style="list-style-type: none"> <li>Multiple vaccines (e.g. Moderna, CanSino, AstraZeneca) in Phase 1 trials</li> <li>Simultaneously, investments being made in manufacturing capacity</li> <li>Likely about 12 months to earliest FDA-approval</li> <li>Likely to take 4-6 months post-approval to full implementation</li> </ul>	>	<p><b>April '21 – April '23</b> (12-36 months) 12-month development "best case," then likely to require time to scale across population</p>
<b>Treatment</b>	<ul style="list-style-type: none"> <li>Anti-viral therapies potentially available at scale in Q4-2020—however, likely <b>only used for more advanced cases</b></li> <li>Antibodies from recovered patients currently being tested—use will be <b>limited to small scale/at-risk groups</b></li> </ul>	>	<p>Remdesivir is approved now, could be more widely available by July '20</p> <p>For the next wave, estimated timeline is <b>October '20 – April '22</b> (6-24 months<sup>1</sup>)</p>
<b>Herd immunity</b>	<ul style="list-style-type: none"> <li>Potentially could achieve herd immunity through exposure to disease and subsequent recovery</li> <li>Estimates suggest greater than 60% population is required to acquire and recover to reach herd immunity<sup>2</sup></li> </ul> <p><b>Likely must be combined with vaccine</b></p>	>	<p><b>Substantial</b> Would likely involve “pulsing” economy on/off, but always maintaining caseloads below care capacity</p>

1. If first round of drugs being tested succeeds – then 6-9 months; if not – substantially longer; 2. This would require mass exposure, high fatality rate, and an assumption that re-infection does not occur. Achieving herd immunity through disease exposure would likely take significant time; and it is currently unclear if exposure prevents reinfection  
Source: BCG analysis; Morningstar

# Economic forecasts deteriorating globally for 2020 while remaining stable for 2021

As of 05 May 2020

## GDP growth forecast vs. baseline



Note: As of reports dated 31 March 2020 to 05 May 2020, YoY forecasts 1. Announced by the German Federal Ministry for Economic Affairs and Energy on 29 Apr 2020 2. Range calculated with 25th & 75th percentile values of forecast range 3. Range from forecasts (where available) of International Monetary Fund, JP Morgan Chase; Morgan Stanley; Bank of America; Fitch Solutions; Credit Suisse; Danske Bank; ING Group; HSBC Source: German Federal Ministry for Economic Affairs and Energy; Bloomberg; IMF; BCG analysis

# TSR has rebounded over last month, but impact visible across all sectors

Two time periods from 21 February 2020 to 6 May 2020

## Decline reflects economic scenario and consumer sentiment

	TSR performance <sup>1</sup>	Americas		Europe		Asia		Observations
		2/21-3/20	2/21-5/6	2/21-3/20	2/21-5/6	2/21-3/20	2/21-5/6	
<b>Healthier sectors</b>	Food/staples Retail	-10%	-7%	-15%	-15%	-8%	-12%	Non-discretionary/essential service less hit but still had recovery
	Pharma	-19%	1%	-20%	-1%	-22%	-4%	
	Household Products	-19%	-10%	-16%	-10%	-5%	3%	
	Semiconductors	-30%	-8%	-43%	-19%	-27%	-8%	
	Software	-30%	-9%	-32%	-21%	-28%	-16%	
<b>Pressured sectors</b>	Telecom	-17%	-11%	-20%	-21%	-14%	-8%	Broad set of industries experiencing pressure, with some regions particularly affected for certain sectors (e.g. transport in Europe)  Utilities, media, and health equipment generally better off in Asia
	Food & Beverage	-26%	-15%	-24%	-18%	-12%	-3%	
	Health Equipment	-33%	-14%	-31%	-14%	-11%	-5%	
	Tech Hardware	-29%	-11%	-25%	-11%	-23%	-16%	
	Materials	-34%	-17%	-31%	-19%	-30%	-18%	
	Prof. Services	-30%	-17%	-29%	-17%	-31%	-21%	
	Retailing	-42%	-25%	-36%	-24%	-24%	-3%	
	Transport	-37%	-26%	-38%	-35%	-13%	-18%	
	Utilities	-33%	-22%	-30%	-25%	-6%	-1%	
	Capital Goods	-38%	-22%	-35%	-25%	-29%	-19%	
<b>Vulnerable sectors</b>	Financials	-36%	-22%	-35%	-23%	-19%	-10%	Hardest hit sectors had the strongest recoveries except banks
	Media	-36%	-24%	-47%	-40%	-14%	2%	
	Hospitality	-49%	-36%	-47%	-37%	-23%	-16%	
	Insurance	-42%	-35%	-40%	-28%	-27%	-18%	
	Banks	-41%	-36%	-44%	-45%	-26%	-21%	
	Real Estate	-42%	-33%	-26%	-23%	-22%	-9%	
	Auto	-47%	-36%	-45%	-30%	-32%	-20%	
	Durable Goods	-49%	-33%	-32%	-22%	-21%	-10%	
	Energy	-56%	-37%	-45%	-30%	-41%	-27%	

Note: As of 6 May 2020; Based on top S&P Global 1200 companies; Sectors are based on GICS definitions 1) Performance is tracked for two periods, first from 21 February 2020 (before international acceleration of outbreak) to 20 March 2020 (trough of the market) and from 20 March 2020 through 6 May 2020  
Source: S&P Capital IQ; BCG ValueScience® Center; BCG



# Credit risk continues to be a concern for majority of sectors

As of 21 February 2020 to 6 May 2020

		Median 5-year CDS <sup>1</sup> implied probability of default <sup>2</sup>		Companies in distress (%) <sup>3</sup>		Observations
		2/21/2020	5/6/2020	2/21/2020	5/6/2020	
<b>Healthier sectors</b>	Food/staples Retail	4%	5%	0%	0%	Less discretionary and cash-rich sectors are largely at lower risk of default in current climate
	Pharma	3%	3%	0%	5%	
	Household Products	4%	4%	0%	0%	
	Semiconductors	5%	7%	0%	0%	
	Software	4%	5%	0%	0%	
<b>Pressured sectors</b>	Telecom	4%	7%	0%	15%	
	Food & Beverage	3%	3%	0%	0%	
	Health Equipment	4%	5%	0%	0%	
	Tech Hardware	4%	4%	0%	0%	
	Materials	4%	6%	4%	17%	
	Prof. Services	5%	5%	0%	0%	
	Retailing	5%	9%	0%	41%	
	Transport	3%	3%	0%	36%	
	Utilities	3%	4%	0%	0%	
	Capital Goods	3%	5%	2%	11%	
<b>Vulnerable sectors</b>	Financials	4%	6%	0%	5%	Retailing, hospitality, and energy industries facing greatest risk of default based on current credit profile
	Media	5%	8%	0%	14%	
	Hospitality	5%	12%	7%	43%	
	Insurance	4%	6%	0%	0%	
	Banks	4%	7%	0%	4%	
	Real Estate	5%	10%	0%	17%	
	Auto	5%	12%	0%	33%	
	Durable Goods	4%	6%	0%	0%	
	Energy	5%	12%	0%	35%	

Note: As of 6 May 2020; Based on top S&P Global 1200 companies; Sectors are based on GICS definitions

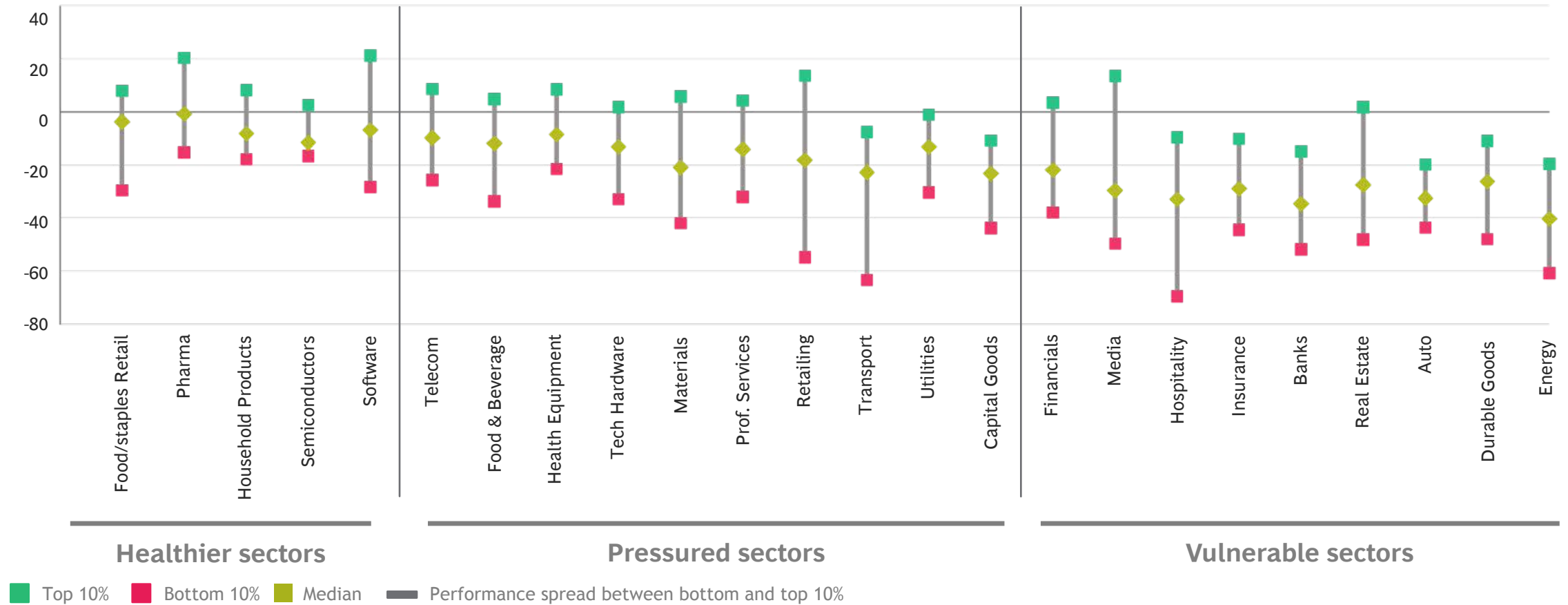
<sup>1</sup> Credit Default Swap; <sup>2</sup> Performance is tracked on 21 February 2020 (before international acceleration of outbreak), and 6 May 2020

<sup>3</sup> Distressed comprises over 15% implied probability of default Source: S&P Capital IQ; BCG ValueScience® Center; BCG

# Majority of companies negatively affected—yet some companies in each sector manage to emerge much stronger

As of 6 May 2020

YTD shareholder return in % per sector



Note: Sectors are based on GICS definitions; data as of 6 May 2020; Companies sampled from S&P Global 1200  
 Source: S&P Capital IQ; BCG ValueScience® Center



1

### Guide for leaders

Getting ready for Restart  
How to revamp Organization for the New Reality

2

### Updated epidemic, economic, and business scenarios and impact

Epidemic progression  
Economic impact  
Business scenarios and impact

3

### Appendix: Detailed action areas and further readings

Detailed action areas for business leaders  
Further readings

# Detailed measures across priority action areas (1/3)

## Establish crisis management

1

Develop **Scenario-Based Planning Approach** to manage uncertainty

2

Create a **Rapid Response and Transformation (RR&T)** team

## Navigate through Flatten, Fight, and Future

3

Revamp **Organization** for the New Reality

### Flatten

- Deep-dive into possible outcomes of disease spread, demand shifts, supply/operations issues, regulatory requirements, and potential operations restart; adjust for sector-specific issues
- Perform scenario stress tests around cash-flow
- Establish preconditions for what it will take to get workforce back to offices, factories, etc.
- Set up teams to work on different time horizons (Flatten, Fight, Future) to avoid reverting to crisis management across all

- Establish nimble cross-functional Rapid Response & Transformation team (RR&T)
- Refine processes to manage the crisis situation, remote working, disruption in supply
- Ensure smooth transition of operations and workforce to the 'New Reality'
- Shift to digital/remote customer interactions

- Define policies to keep employees safe with high morale
- Engage across levels to retain talent
- Move to online/remote working; redefine rosters, and train for efficiency/effectiveness
- Establish preconditions for coming back to the working environment; clearly communicate them
- Build SWAT teams to address critical business areas, such as product launch, digital channel redesign, retail delivery models

### Fight

- Frequently run scenarios and update plan; focus on understanding the de-averaged impact by geography and line of business, depth of demand drop, duration of Fight phase
- Develop recommendations for daily planning, resources, supply chain, workforce, and other stakeholder management as per modeled scenarios

- To manage the massive complexity of "restarting," enhance Rapid Response & Transformation team structures
- Develop approach for how to bring people back to work, how/when to engage customers
- Establish governance and standardization to effectively coordinate other areas from the RR&T

- Get ahead of the curve to manage policies to get teams back to work safely
- Take a clear view of forward demand and the new normal: manage/restructure organization to fit capacity needs
- Create dedicated focus to accelerate digital, process automation, new ways of working

### Future

# Detailed measures across priority action areas (2/3)

## Navigate through Flatten, Fight, and Future

4

Drive Topline Security and Customer Trust

5

Stabilize and restart Supply Chain, Manufacturing

6

Restructure Cost, manage Cash and Liquidity

### Flatten

- Reach out to customers for their situation and needs
- Drive actions to inspire confidence and ensure ability to deliver (multichannel, people-light approaches)
- Manage volatility in demand and refine sales motions (to virtual, etc.) and objectives

- Take measures to ensure operations continuity: workforce safety and management, stop-gap measures for supply chain, site readiness (access, maintenance, services, suppliers)
- Ensure open and direct communication with employees
- Explore solutions to retain key talent

- Build forecasts for COVID-19 impact on P&L, balance sheet, investor base
- Review capital sufficiency scenarios and possible effects on credit risk
- Manage credit and debt commitment for short term
- Create agile FY20-21 business plans and budgets to deal with uncertainty

### Fight

- Assess changes in customers' behaviors
- Adapt and transform channels (e-commerce), sales, marketing spend, pricing, and support
- Ramp up commercial efforts significantly to seize market shifts; leverage learnings to accelerate digital capabilities

- Ensure quick and safe restart of facilities; push centrally driven efficiency measures
- Set up capabilities (org, control tower) to manage unstable supply chain; explore alternate networks, dual/multiple suppliers for critical goods and services, delivery methods, etc.
- Accelerate production as demand rebounds; account for product shifts

- Build central team to simulate financials as per evolving scenarios; drive agile ways of working
- Decisively take structural actions: TURN PMO, zero-based budgets, delayering/restructuring, re-base tech portfolio, etc.; deploy rapidly as speed is predictive of success in downturns

### Future

Source: BCG

# Detailed measures across priority action areas (3/3)

## Navigate through Flatten, Fight, and Future

**7** Emerge stronger; drive advantage in adversity

**8** Accelerate Digital and Technology transformation

**9** Help Society during COVID-19

### Flatten

- Stress-test current value proposition and business offerings, and scan crisis impact on key customer/market trends

- Address and serve immediate workforce needs for remote working
- Leverage tools for conducting key processes online
- Adapt traditional processes to become digitally viable

- Ensure immediate support to employees, suppliers, communities, etc.
- Team with government/local communities/across industries to address crisis
- Leverage assets, supplier relationships, logistics networks, and employees to help adjacent communities
- Work across industry boundaries to identify cross-sectoral synergies to deploy solutions

### Fight

- Plan for new projects to shift the portfolio and leverage the 'new normal'; plug capability gaps
- Identify white spaces in own industry and ecosystem
- Selectively invest in areas where opportunistic M&A can be conducted
- Develop and implement strategy to exploit greater talent availability

- Identify and implement key digital use cases and adapt to agile way of working
- Accelerate use cases to meet demand shifts
- Redesign key customer journeys with emphasis on digital interventions

- Determine how to contribute in the crisis to employees, customers, through medical response, supply of essential items for society, or by playing a positive economic/employment role
- Allocate innovation resources where possible to focus on solutions to COVID-19 crisis
- Leverage expertise developed to support government policies and responses, rebuild business for local customers, suppliers, etc.

### Future



# Additional perspectives on COVID-19

## Selected overarching and functional publications



### Business & Society

[How to Restart in the Wake of COVID-19](#)



### People & Organizations

[COVID-19 and Our New Bionic Society](#)



### Crisis Response Checklist

[Checklist](#)



### People & Organizations

[People Priorities for the New Now](#)



### Corporate Strategy

[How Scenarios Can Help Companies Win the COVID-19 Battle](#)



### Cash & Liquidity

[A Cash Management Survival Guide](#)



### Leadership

[Leadership in the New Now](#)



### Business & Society

[The Role of Trust in the COVID-19 Economic Recovery](#)



### Finance

[The COVID-19 CFO Pulse Check](#)

## Selected sector publications



### Technology

[How Tech Companies Can Shape Their Demand Recovery Post-Coronavirus](#)



### Public Sector

[How Governments Can Galvanize Their Nations for the Rebound](#)



### Engineering

[Stimulus Offers a Rare Chance for Defense Agencies to Buy Better](#)



### Consumer

[COVID-19 Consumer Sentiment Snapshot #8](#)



### Health Care

[Rescuing Hospitals by Resuming Care for All Patients](#)



### Power & Utilities

[B2B Energy Retailers Can Weather the COVID-19 Storm](#)

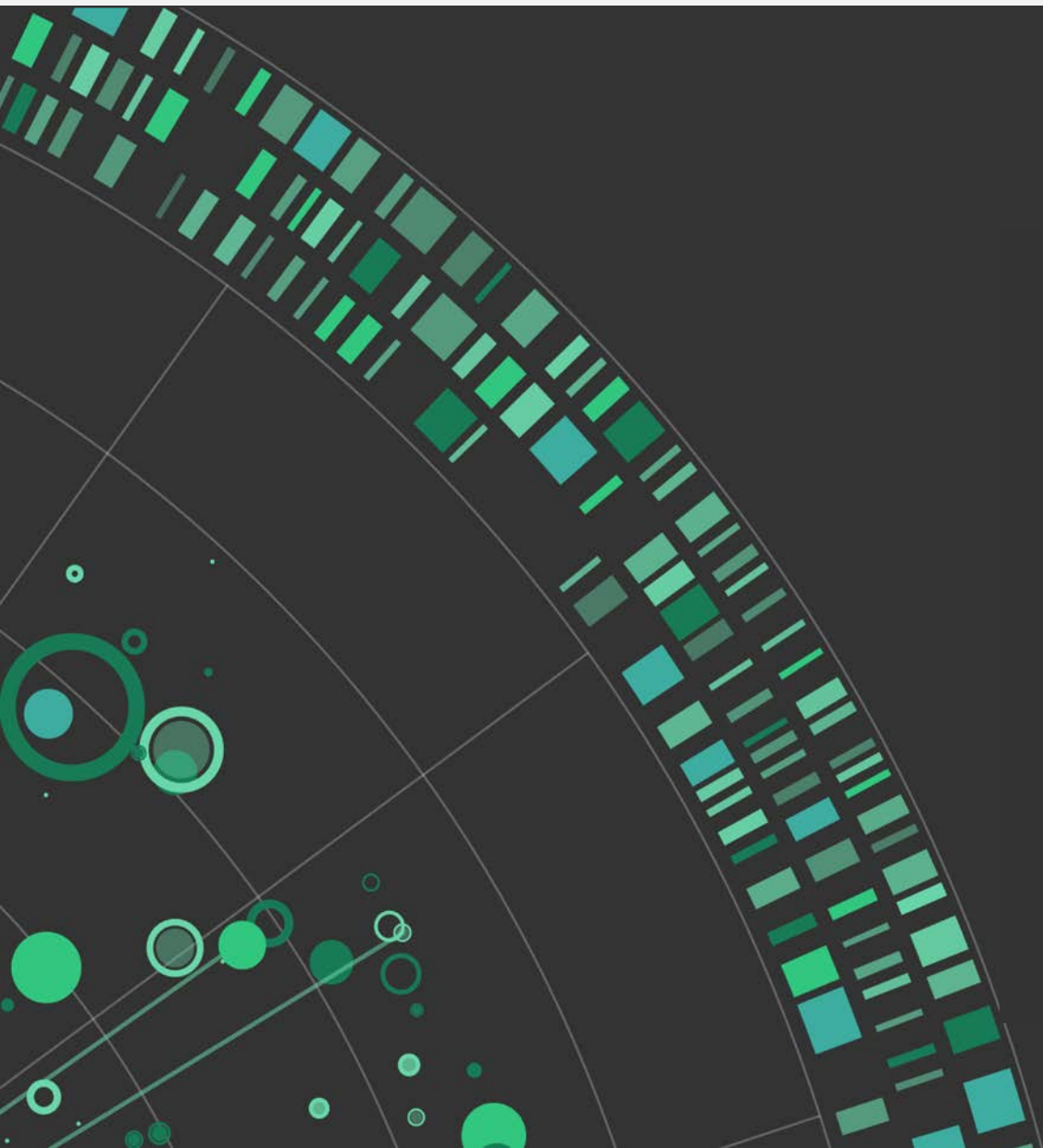
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