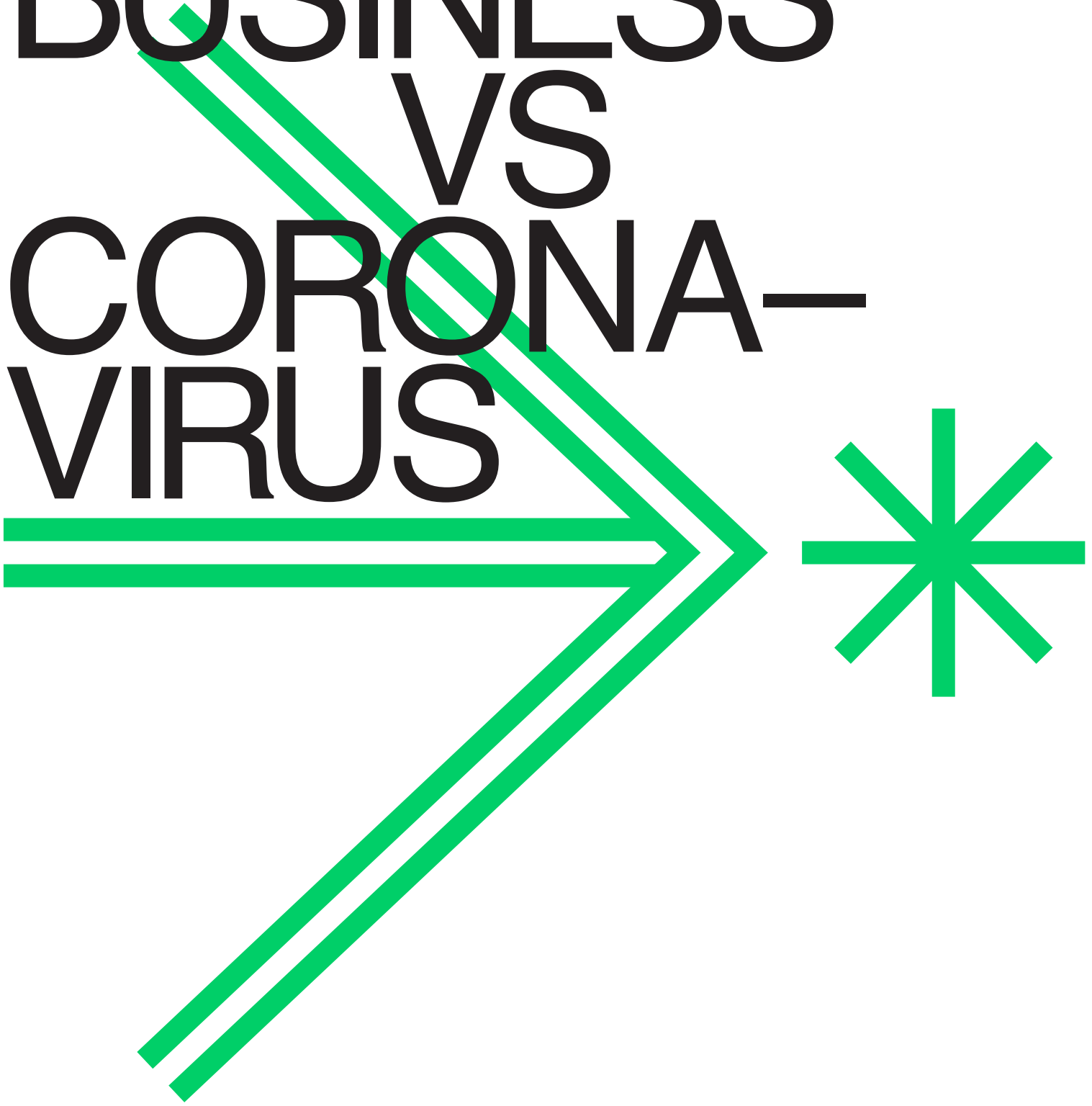


100×100 BUSINESS VS CORONA- VIRUS

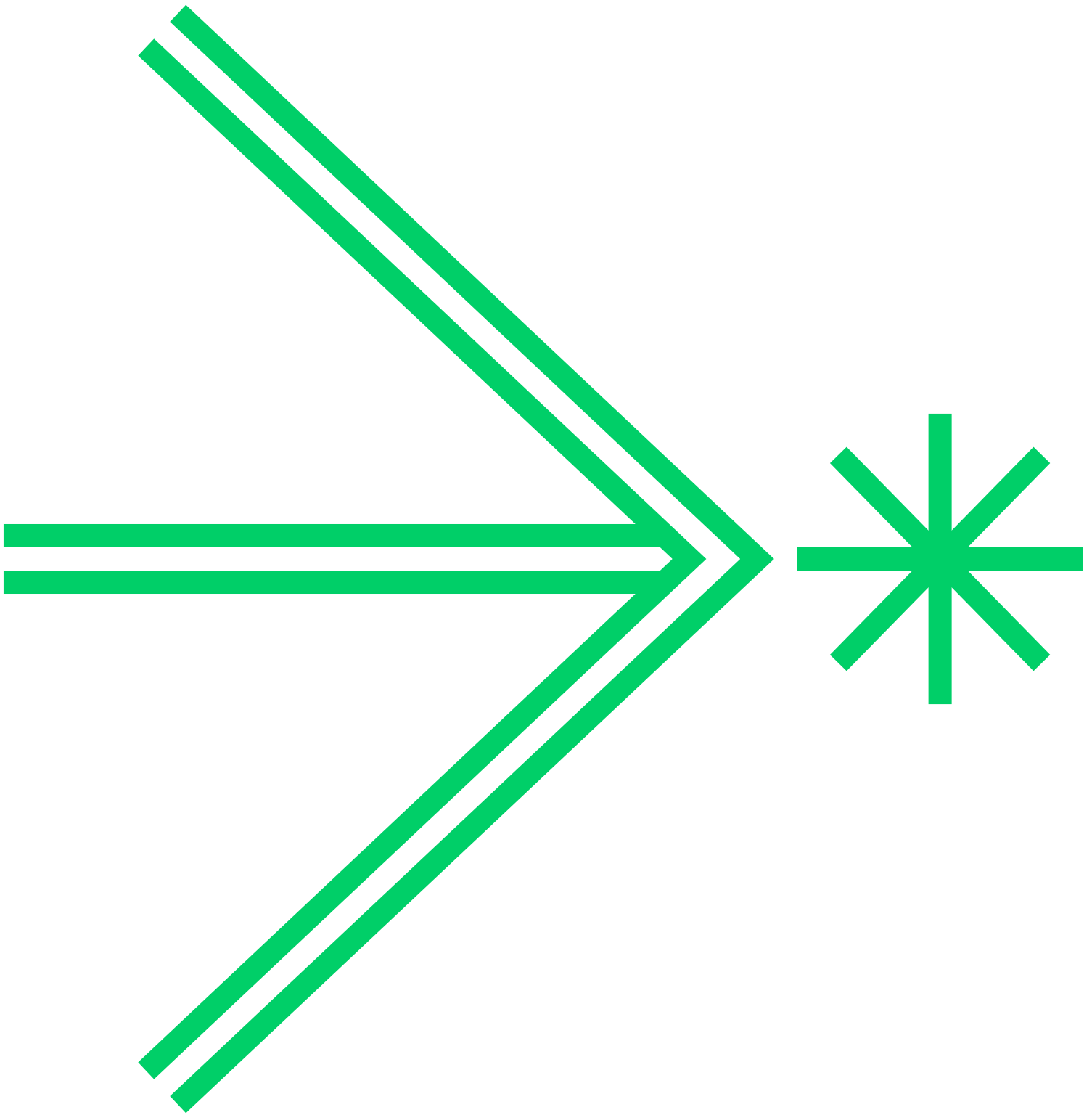


A not-for-profit handbook

→ 100 INSIGHTFUL
QUOTES FROM
→ 100 GLOBAL
PROFESSIONALS
ON WHAT THE
* CORONAVIRUS
EXPERIENCE
HAS TAUGHT US
ABOUT
THE FUTURE
OF BUSINESS.

A 100-minute read
published November 2020

100×100 Business vs Coronavirus



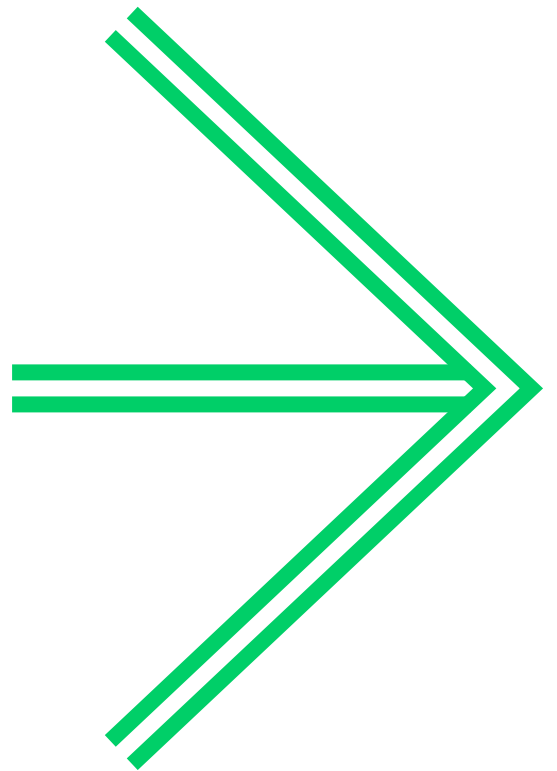
“

There is
true wealth
only
in sharing.

Roger Etchegaray

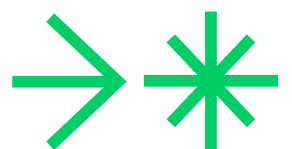
”

WELCOME TO THIS KNOWLEDGE- SHARING INITIATIVE



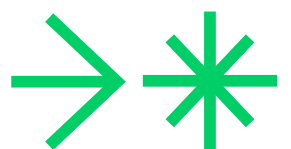
In this historic moment, when the world is confronted with an unprecedented health crisis, economic uncertainty and increasingly apparent social inequality, **business faces an urgent need to transform.**

Our goal with this not-for-profit handbook is to support that process. We're freely and openly sharing what many of your business peers around the world have learned during the time of the Coronavirus, in the hope that it may allow you **to innovate and transform the challenges of the pandemic into opportunities.**



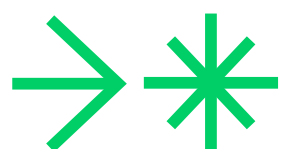
The 100 professionals who provided their quotes – and the eight partners who came together to create the handbook itself – have all shared their knowledge and talents as volunteers, committed to fostering a sense of kinship and community that will help us all to navigate these uncertain times.

THERE ARE
NO PROFITS,
NO SPONSORS,
NO ADVERTISING AND
NO COMMERCIAL ACTIVITY
ASSOCIATED
WITH THE PROJECT
WHATSOEVER.



100 PROFESSIONALS 100 QUOTES

The 100 voices that we've brought together differ widely **by country, culture, gender, age, business sector and role** – from entrepreneurs to executives, from directors to managers. As humbling as it is to have such high profile names participating in the initiative, that's not really what this is all about. **It's about the calibre of each person's thinking, not their stature.** Their quotes span an array of topics and industries – **from fashion/luxury, technology, design, communications, to entertainment, food, hospitality, retail and institutions.** The value of this handbook resides in this **eclectic mix of perspectives.** And their thoughtful insights can be regarded as tools to test or apply in your daily working life.

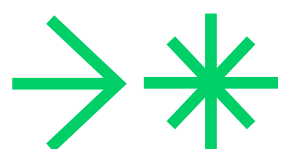


But these 100 quotes, while insightful and inspiring, aren't an exhaustive analysis of such a complex event.

Instead, consider them simply as a spring-board for your own reflections on what you've learned during this historic moment, too.

In social, economic and technological terms, the new normal has already begun. Life and business are unlikely to go back to how they were before. But thankfully, that doesn't have to be cause for concern. On the contrary, it should be a catalyst for transforming the status quo, for unbridled creativity and innovation, and for sharing knowledge across the culture of modern business.

Beyond our gratitude towards those whose contribution has made this book possible, our hope is that the following quotes provide you not only with opportunities for learning, but also an uplifting awareness that we are all walking towards the future together.



NUMBERS OF THE PROJECT

The 100 professionals who contributed their experiences from the business world consist of

33% Entrepreneurs

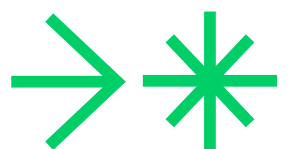
49% Corporate employees
(26 executives, 14 directors, 9 managers)

18% Freelance professionals and consultants

5 Continents

26 Countries of origin

16 Sectors



The 100 quotes mainly refer to these key topics:

HUMAN FACTOR

health, values, cultural evolution, empathy, curiosity, courage, ambition, enthusiasm, resilience, soft skills.

COMMUNITY

relationships, networking, collaboration.

SUSTAINABILITY

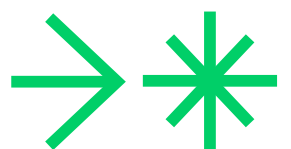
CSR, nature, climate change, circular economy.

STRATEGY


vision, creativity, innovation, agility, flexibility.

TECHNOLOGY

digital, smart working, productivity, artificial intelligence, start-ups, blockchain.



ENJOY THE READ.



100 Professionals
100 Quotes

“Those who acknowledge and adapt to change will quickly gain an advantage over those who don’t.
To make the most of this pandemic, ask yourself, *What opportunities can I pursue during this pandemic that I won’t be able pursue to once it is over?*”

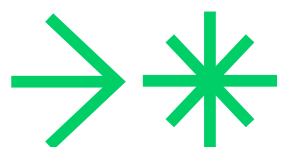


Chris Yeh

Investor, Writer, Mentor, Entrepreneur

USA

→ [LinkedIn Profile](#)



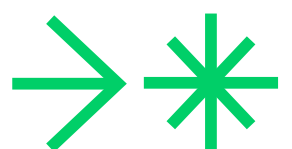
“Challenges enhance creativity and quarantine has taught me 3 things: the value of our time, the value of serendipity, and the essential part nature must play in our lives. Remote working can be more productive, organized, and focused, but every task needs space for serendipity. Personal interactions, chance encounters, unplanned moments—there’s tremendous value in the unexpected. Access to nature gives us a higher sense of purpose, focus, balance, belonging and a more present state of mind.”

Dror Benshetrit

Designer

USA

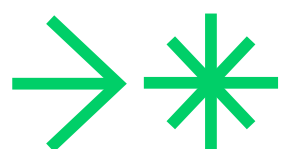
→ [LinkedIn Profile](#)



“Socially responsible practices are fundamental to ethical business, empowered by social media. Covid-19 has disproportionately affected disparate populations. The economic shutdown, catastrophic for many, has fuelled overwhelming demand for certain products and services. In luxury, online spending reached volumes previously forecast 3-5 years from now. “By-appointment” shopping designed to comply with social distancing created a new sense of intimacy & elevated service. Consumers choose products that improve quality of life, comfort & safety. Social isolation has sharpened our desire for human experience & interaction. I anticipate a powerful renaissance, informed by lessons we have learnt.”

Peter Malachi
Luxury Goods
USA

→ [LinkedIn Profile](#)



“Business has changed and its future is in our students' hands. We must encourage, guide and support them, starting from the age of 14, to create and implement real business and social start-ups.

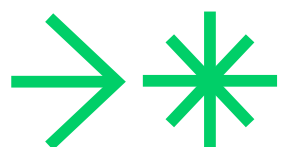
This doesn't only help them to acquire the awesome entrepreneurial mindset but also provides them with all the most important and useful soft skills to face any future Covid-19-like crises. We're talking about problem solving, self-esteem, self-confidence, leadership, teamwork, resilience and failure management.”

Daniele Manni

Education

Italy

→ [LinkedIn Profile](#)



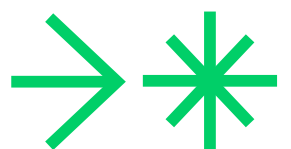
“The global Covid-19 pandemic has created an existential crisis for businesses around the world. In every recession over the lifetime of most consumers, the threat was to their finances. Now consumers face not just financial collapse, but danger to their health. Consumers’ response has been swift. It impacted not just their spending and purchasing behavior, as in other recessions, but the very way they live, work and play. It’s forced a radical reset in their priorities with a search for greater meaning in their lives. It’s time now for businesses to do the same. How can they contribute more than the next new thing for their customers and more profits to their shareholders?”

Pamela Danziger

Retail / Marketing / Luxury

USA

→ [LinkedIn Profile](#)



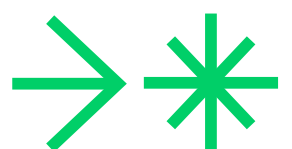
“As we are all navigating through an economic, healthcare and social crisis, leading with empathy will define your brand, both at a personal and corporate level. Empathy with your employees, as well as with your clients: understanding the challenges they are going through, and providing material, tangible help to support them with undivided attention and commitment.”

Luca Destefanis

Information Technology

Singapore

→ [LinkedIn Profile](#)



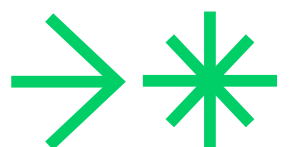
"Soft skills have never become more critical. Resilience, creativity, mental agility, flexibility and adaptability are soft skills one can't do without any longer. As we are stepping into a world we don't know, the capacity to think, behave and act differently will be key for success."

Berta Maso

Career Expert

Spain

→ [LinkedIn Profile](#)

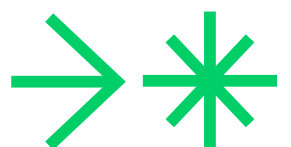


“Working in the Middle East and overseeing the Joint Economic Chamber of Commerce has given me multiple perspectives from the changes that have happened as a result of Covid-19. A business here is largely on its own in the Middle East and can expect no help from the authorities. Having strong liquidity and flexibility of organizational structure (new salary structures to reflect changes in work, alternative logistics & new supply sources) are key to help a business pass through this extraordinarily disruptive period we are all experiencing. In short, a business needs to be flexible...”

Hany Soufrakis

Libyan Egyptian Joint Economic Chamber
Egypt

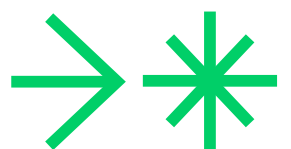
→ [LinkedIn Profile n.a.](#)



"Covid-19 has not torn us apart during the quarantine. It leads us to a more caring and closer communication context. Making us better equipped and even stronger and more agile in dealing with uncertainty."

Donna Yeung
Human Resources
China

→ [LinkedIn Profile](#)

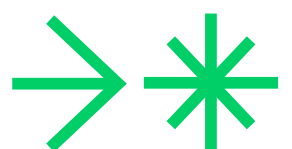


“The Covid-19 pandemic helped us make a clean break from the world as we knew it. In a few short months we saw changes that historically would have taken generations to implement. In making a virtue of necessity, remote meetings have replaced face-to-face, optimizing times and lowering costs. From a criminal lawyer's viewpoint, take the evolutionary process of compliance. With an increase in remote analysis, firms are taking advantage of technology from other sectors such as block chain. The benefits are trust in certified technological programs and practices and a reduction in trials, all of which further aid our preventive measures.”

Antonio Rodontini

Lawyer - White Collar and Corporate Crimes
Italy

→ [LinkedIn Profile](#)



"Covid-19 taught me 3 things: the importance of a diversified strategy, the joy of pivoting, and that bumps in the road help you learn and grow.

On diversification: focusing on one sector and trying to 'flip the village' - as Jim Collins calls it in Good To Great - makes sense in a stable world, but diversification - as per Bill Gates' early strategy - is key to surviving in a world where things change.

On pivots: Covid-19 gave me headspace, time to reimagine and recraft all my plans and ideas into new, adapted business models.

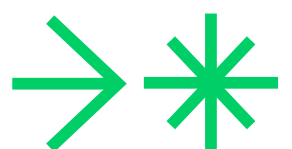
On bumps in the road: nothing like a problem to make you learn new skills."

James Wallman

Experience Economy

UK

→ [LinkedIn Profile](#)



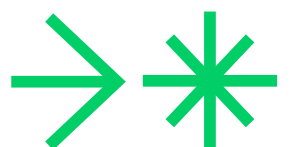
“Now, more than ever after the pandemic period, it is critical to elevate your thinking above the stress, to think different and to adopt best practices, starting from a sustainable way of living, both on the professional and personal side of the things.”

Alberto Oioli

Fashion Textile

Italy

→ [LinkedIn Profile](#)



"Climate change is looming, the pandemic is raging, politics seeks solutions that often make democracy tremble. Collective life and markets are changing faster than our ability to adapt and it is increasingly urgent to impose upon our actions a direction: placing human beings at the center of our systems.

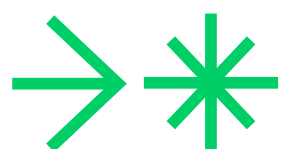
This will be the path to building new, revolutionary social, cultural and political systems. It therefore requires an *innovability* mindset: i.e. *innovation for sustainability*. It therefore requires conscious innovators, who employ their intelligence not only to enrich themselves, but to elevate humanity, guiding it with an entrepreneurial mindset, social heart and ecological soul."

Oscar Di Montigny

Finance

Italy

→ [LinkedIn Profile](#)



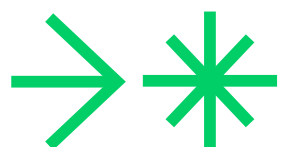
“1. Stay agile: you need to be flexible, innovative, and actively listen to the changing needs in the market. Observe these changes and act on them.
2. Go digital: lots of businesses moved online as a survival strategy and some even managed to streamline their operations by doing so.
3. Diversify your business: add more profit-making components to your existing business model to increase your source of revenue.”

Ashley Galina Dudarenok

China Digital Marketing

China

→ [LinkedIn Profile](#)



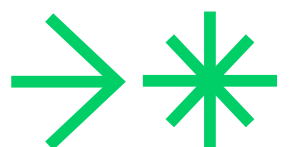
“Safe spaces have become even more critical – our homes, the homes of loved ones, our neighborhoods – and those safe spaces will become more and more local. The opportunity is for us to clean up our homes and neighborhoods. Consider all of the senses as you do this. Then focus on relationships that nourish – where your soul and body feel safe. And finally, cherish coming together as a rarity versus a given.”

Chris Glass

Interior Design

Germany

→ [LinkedIn Profile](#)



“Two things the Covid-19 reinforced for me are our ability to adapt and change quickly and our deep need for face-to-face connection.

Too often, we adapt by force; I hope and expect the adjustments we’re making in the face of virus-driven market dynamics will give us a strength we can employ over and over again under any circumstance.

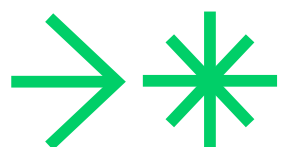
And while we’ve all gone to more live video meetings, I’ve also seen important growth in using recorded video messages in emails, text, LinkedIn, Slack, and other channels to stay face to face rather than relying on faceless, typed-out messages.”

Ethan Beute

Chief Evangelist, Software Start Up

USA

→ [LinkedIn Profile](#)



"Covid-19 taught me that running a business should be consistently purpose-driven not just an add-on whenever it's applicable. Because when including a positive impact on our business decisions or strategies, it just brings us a new success that profit can't give.

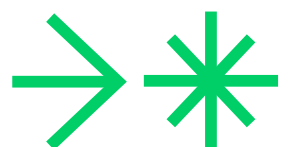
For example, during the peak of lockdown, I reached out to help some small business owners, previous clients and other entrepreneurs to provide *free* marketing services to help them weather the crisis - no strings attached. It was a truly fulfilling experience. When things started opening a bit, the referrals and paid opportunities just poured in! Your business should be purpose-driven, I think it's a great *growth hack*."

Mikki Sachiko

TV & Podcast Host

Philippines

→ [LinkedIn Profile](#)



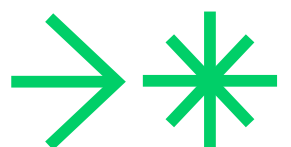
“The pandemic has taught us a new way of thinking about freedom and a new way of being free. Life is regulated by laws which, if you break them (by committing crimes), you lose your freedom. Today, in the time of Covid-19, you lose your freedom even if you are careless or act without respect for the health of others.
The pandemic tells us that your health is your freedom.”

Cesare Corti Galeazzi

Lawyer

Italy

→ [LinkedIn Profile](#)



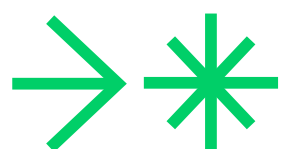
“The crisis affected all aspects of our lives and we observed the real behavior of people. As an Italian citizen, I am proud to see how we reacted with no judgements or finger pointing towards anyone else, but there was an incredible creative response and interpretation allowing the Italians to express their true spirit and remain united, whilst respecting the health and safety rules. I’m happy to see that we are an example of how to react to a crisis. This is the real *Made of Italy*.”

Lelio Gavazza

Luxury Goods

Italy

→ [LinkedIn Profile](#)



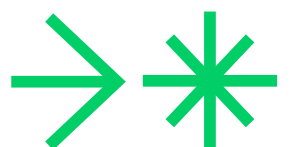
“The extraordinary circumstances of the lockdown have made clear the need for all businesses to develop a genuine intimacy with their customers in this era of globalization. In many cases this is less about “what to produce where?” but rather “how to deliver what?”. The indirect and direct distribution chains, at varying levels and geographies of companies, are going through not-indifferent complexities as they try to deliver often-necessary goods to consumers within established timeframes.”

Pietro Sterpos

Management Consulting

Italy

→ [LinkedIn Profile](#)



“In higher education, the digital transformation process that would have taken years to accomplish without Covid-19, had an impressive acceleration.

By training our students online, we not only supported them in ongoing learning during lockdown, we also prepared them to work in a global virtual meeting room.

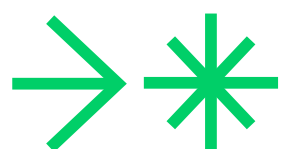
In the early morning I was teaching to my students based in India, moving to Europe in the central part of the day, and hosting a seminar or moderating a panel in the USA in the late afternoon!”

Alessandro Brun

Higher-Education

Italy

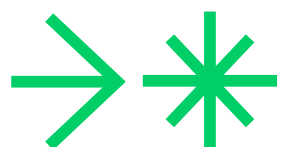
→ [LinkedIn Profile](#)



“The best things in life are free.
The Covid-19 times reminding us of forgotten truths, such as nature, home, friends and family, all simple and pure values. We will give more attention to what inspires us within those values and home will become (once again) more important.”

Albi Serfaty
Lighting Design
Israel

→ [LinkedIn Profile](#)



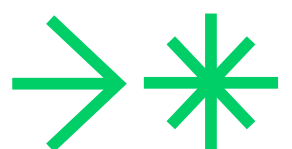
“How fragile is a woman's professional life and how complex is the balance women need to manage. When will business value the uniqueness of relentless female strength? Proud to be a strong and optimistic woman. More than ever in this historical moment.”

Maddalena Beltrami

Luxury Goods

Italy

→ [LinkedIn Profile](#)



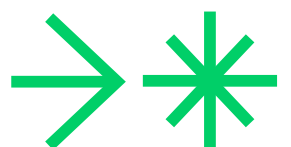
"Covid-19 has taught us that working from home is more than a hashtag - it is increasingly becoming the new normal. Born of necessity, it's a win-win: provides employees with flexibility that could also translate to less overhead costs for employers. The important question is who will pay?"

Ana Maria Montero

TV Anchor

Spain

→ [LinkedIn Profile](#)



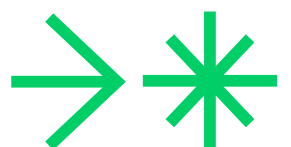
“In times of uncertainty, bureaucracy and hierarchy do not work. We need to have much flatter systems that are much more innovative and agile, and that’s really about tearing down some of the toxic cultures embedded in the fashion industry at the moment.”

Donna Marshall

Academia

Ireland

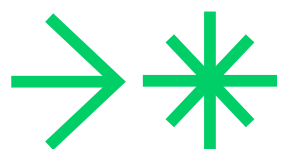
→ [LinkedIn Profile](#)



“Many companies will raise prices or close their doors.”

Alessandro Motta
Consulting
Italy

→ [LinkedIn Profile](#)



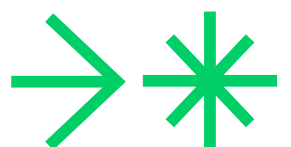
“The world had to enter an inflection point to pause, reflect and reshape the future. Covid-19 has urged us to refocus on building the fundamental tenet of social and environmental responsibility while leveraging digitalization for business innovation.”

Sonia Tatar

Education

France

→ [LinkedIn Profile](#)



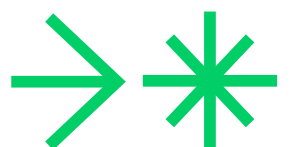
“The pandemic has served as a grim reminder of the costs of ignoring persistent calls for change. Let's use this time as an opportunity to rebuild our industries in a more thoughtful, sustainable, and equitable way than ever before.”

Dan Rubinstein

Media

USA

→ [LinkedIn Profile](#)



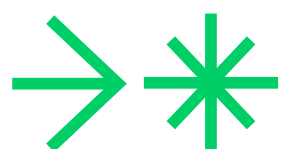
“Human capital has come back into the spotlight in the past few months as a necessary asset for every country. I think that a person’s value isn’t based on their past, but is rather based on the way that person is able to overcome the challenges they face in the future.”

Stefano Saladino

Marketing / Communication / Education

Italy

→ [LinkedIn Profile](#)



“Luxury hospitality will see an influx of more personal and tailored services in response to the immediate social distancing demands: personal concierge to prepare hotel stays or restaurant reservations, personal butler to receive guests on arrival, more private and VIP areas, etc. Travel will boom again.

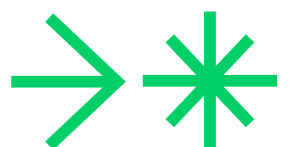
People crave exploration and the sense of freedom that travel allows - and equally important, the feeling of welcome and connection that comes from attentive hospitality.”

Alessia Genova

Luxury Hospitality Design

USA

→ [LinkedIn Profile](#)



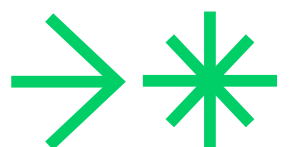
“Kindness is immune to Covid-19: it alone can’t save your business but you can’t survive long without it. During the last few weeks it seems that we are going back to the “old normality” losing the opportunity to learn from this experience how to become a better community and live better. Currently we can’t know what will come next and how we, our customers and our business will evolve. In this uncertain moment I will continue to promote a culture of ferocious kindness.”

Giuseppe Colucci

Luxury Goods

Italy

→ [LinkedIn Profile](#)



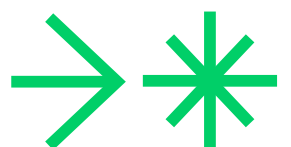
"If a conjunctural crisis like a virus was able to freeze our lives, what will happen because of climate change? Covid-19 regards just humankind, maybe some other animals; the climate urgency affects everything on our planet: could this accelerate a global shift towards a new economy? We are entering a new era: will sustainability and social inclusion drive the change, or will divisions and conflicts arise? Everything depends on us!"

Massimiliano Falcone

International Organizations and University

Italy

→ [LinkedIn Profile](#)



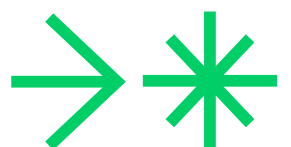
“We are awash with discounts at present, particularly because there are so many products around and sales figures went down so drastically during the crisis. Informed consumers will be looking for safety. The question is, do we need all this stuff? We now need to support our own economy and countries will likely make this an immediate priority. But in this context, the discount model is different. See, for instance, what the luxury companies are doing: reducing production, cutting selling points. We all need to get more responsible: everybody likes discounts, but if the whole world produces less, we may have to accustom ourselves to a world with fewer discounts in general.”

Carlos Cezanne

Editor Interior Design

Portugal

→ [LinkedIn Profile](#)



“Fashion is a broken system characterised by lack of transparency, power imbalance and social inequalities. A totally disruptive, radical and inclusive transformation is required to spread justice, kindness and inclusivity across fashion supply chains.

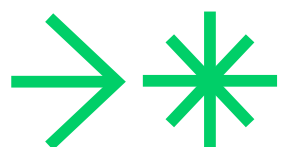
Poorer and more vulnerable communities are affected dramatically in the case of severe disruptions such as Covid-19. Environmental and social problems are too important to ignore; hence, it is time to wake up and ensure justice for all in the business of fashion.”

Hakan Karaosman

Academia

Turkey

→ [LinkedIn Profile](#)



"I believe Covid-19 has brought about significant changes for our profession, some of which may well remain once we are through this extraordinary period. There are many who hold that we'll work more from home or from outside the office and this may be so.

I feel that this, however, would be a step forward quite out of kilter with our way of socializing, relationship-building and the myriad ways in which we organise our daily lives. It would be a genuine, huge leap into the future. I imagine, instead, that we'll see a blend of office work and out-of-office work: not a revolution.

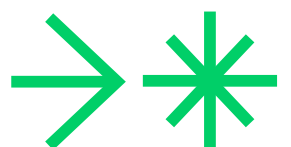
Perhaps some of these changes will happen sooner than they otherwise would have, it's likely."

Marco Lombardi

Law Firm

Italy

→ [LinkedIn Profile](#) n.a.



"Covid-19 will never be forgotten by those who lived it, but we did forget something in the years before: humanity, identity and time with loved ones. The outbreak has emptied our public spaces. Images of this emptiness reveal a collective fascination for the apocalyptic, but also show the beauty of our surroundings.

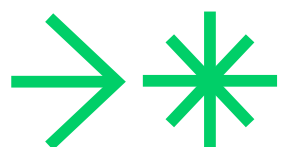
The absence of people allows us to see into the distance with endless visual perspective. My grandmother, born 1891, was affected by the pandemic of 1918. Perhaps it's why she never travelled further than 500km in her life. I've travelled the world. Will I change too? Will the next generation? We hope we soon return to normal. But I'm sure it will be a different normal."

Christopher Östlund

Media

Sweden

→ [LinkedIn Profile](#)



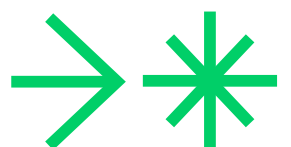
“In a geopolitical environment in which governments are failing us – by spreading fear and aggression, through climate inaction, by exacerbating inequality – people-to-people interaction is more essential than ever, and business has an even greater social, cultural and environmental responsibility.”

Aric Chen

Culture

China

→ [LinkedIn Profile](#)



“There awaits us a new daily reality which we need to prepare for and we need to understand the new equilibriums which will govern it rapidly.

The lockdown showed us the importance of having an efficient support network: fundamental not just because we are a social animal and we live on relationships, but because the world is changing at such speed that we don't have time to assimilate personally all of its changes.

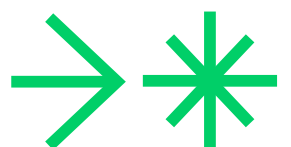
The new paths we take can be illuminated by comparison with the diverse experiences and viewpoints of those in our network. That's why connecting and being able to maintain our network will become an indispensable skill post Covid-19.”

Gianfranco Minutolo

Cost Management

Italy

→ [LinkedIn Profile](#)



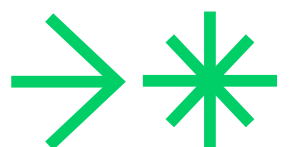
“As much as we would have liked this crisis not to happen, we believe it has brought out the very best in us: years of painstaking investment in weaving a tight-knit team sometimes may seem worthless. And we did not know we were training for these extraordinary circumstances, but indeed we were. And so all our people have risen splendidly to the occasion, so that our genuine total commitment to our people and to a passionate and collegial work environment, focused on long term returns, has paid off many times over in these difficult times.”

Francesco Portolano

Law Firm

Italy

→ [LinkedIn Profile](#)



“Change is no longer just a synonym of risk. We have become accustomed to living change as a moment of evolution, to accompany and guide.

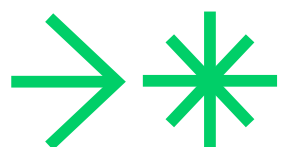
The web has turned out to be the most agile of places to do it: from schools to institutions to businesses, the digital world that awaits us no longer bears that sense of intangibility, but rather becomes a comfortable place to build the future. We will see more and more of those technologies that are able to bring the online and offline worlds together, creating a human to human interaction even at a distance.”

Antonio Perdichizzi

Tech Entrepreneur

Italy

→ [LinkedIn Profile](#)



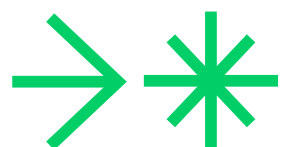
“The retail sector has forever been changed, and the convergence of online & IRL are essential. I believe that brands which place the utmost importance on customer service and experience will be the ones which survive. Retail is not dead, but the sector is experiencing a necessity and unique opportunity to reinvent itself.”

Tobias Tanner

Experiential Retail Entrepreneur

Germany

→ [LinkedIn Profile](#)



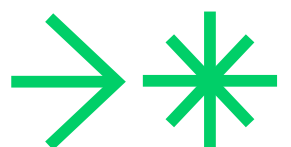
“Living in Australia, on the world’s biggest islands, has provided us great isolation and a natural barrier to the virus. Fortunately, we’ve not been impacted as greatly as Europe or the US, however, we really feel the isolation now in the recovery phase as global travel is not possible, making it difficult to stay connected by meeting in traditional ways. Technology is useful but it cannot completely immerse us in the physical world and I am looking forward to boarding a flight, crossing the equator and heading north again soon.”

Matt Jensen

Retail Entrepreneur

Australia

→ [LinkedIn Profile](#)



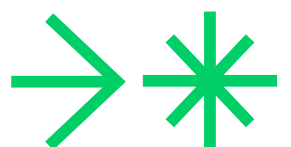
“The impact of the pandemic has transformed people's daily lives. We are aware of belonging to the same, single world, of needing others, of needing the functions of state, its schools and services. People want to know what's what, the truth. Devoid of truth, any business, commercial or working relationship is destined to fail. We will demand more seriousness and one's greatest asset will be reputation. For those in the communication business, brand reputation will be fundamental.”

Elio Carmi

Communication Designer

Italy

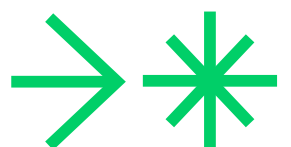
→ [LinkedIn Profile](#)



"For operational meetings the broad use of "new" digital tools is often more effective, reduce travel costs and pollute less: good! For certain promotional activities, where direct relations count for a lot, digital times and methods are instead much less functional today. We must therefore find promotional solutions, ideally before we've used up all our backlog of orders. That is because the economy is also the result of promotion."

Roberto Fridel
Management Consulting
Switzerland

→ [LinkedIn Profile](#)



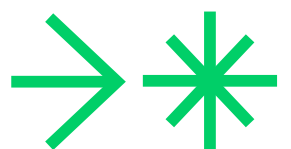
"Covid-19 has laid bare the deep flaws in the fashion system. This unique moment is the catalyst for change and a window of opportunity to become more conscious consumers."

Joanne Yulan Jong

Creative Director

UK

→ [LinkedIn Profile](#)



“In an increasingly volatile and polarised world, companies should, more than ever, customise their approaches to the social, cultural and now sanitary context of each international market since the recovery will be at different paces. A comprehensive strategy for long term success requires companies to be consistent with their values and accommodate customers looking for sense and transparency more than products.

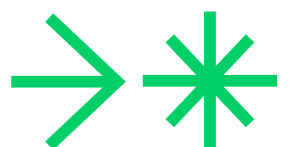
Values such as solidarity and cooperation, that emerged clearly during the pandemic, should now be integrated and should shape strategies, helping organisations to transform all the dangers that the crisis highlighted into opportunities.”

Guglielmo Olearo

Trade Shows

France

→ [LinkedIn Profile](#)



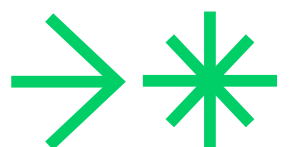
"Being forced apart has only expedited the need for technologies that can bring us closer together. Our virtual lives will look much more connected and humanistic than they did pre-Covid-19."

Juliana Rudell Di Simone

Lifestyle Retail

Brazil

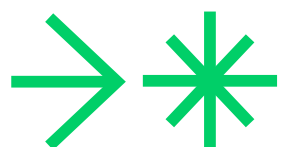
→ [LinkedIn Profile](#)



“The Covid-19 crisis has boosted our company beyond our ongoing digitalisation process, aimed at achieving a paperless office to reduce the ecological footprint and smarten administrative processes. Our positive experiences with the home-office situation has proven that the company works efficiently, collaborators can be trusted and gain a better balance and focus at work not having to commute. Ultimately Covid-19 has led to a quite revolutionary evolution resulting in a new working model, reduced need and cost of space - a building project has been aborted. The effects are positive throughout not least at an ecological and social level wich makes the company fitter for the future.”

Alain Bailly
Real Estate
Switzerland

→ [LinkedIn Profile n.a.](#)



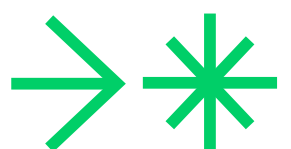
“After an earthquake there is always the opportunity to build better and the land around volcanoes is always the most fertile. The pandemic has forced us to re-evaluate ourselves, the world around us and the people we are dealing with. We now live in a new technological and prehistoric jungle at the same time, full of opportunities that once seemed impossible yet now appear achievable but only for the strongest, fastest and most daring ones. A place suited to those who have a vision, those who do not despond and those that work hard to make their dreams come true in a world that will be never the same.”

Giorgio Caire di Lauzet

International Luxury Hospitality

Italy

→ [LinkedIn Profile](#)



“Winning companies have emphasised 'the human centric relationship' by a correct use of technology.

Digital is not the cure: it's a tool.

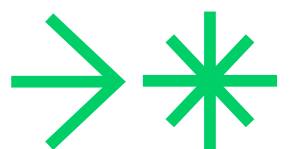
The truth is that without a 'customer culture' or a 'human centric culture' companies are like someone who buys an expensive guitar without knowing how to play it.”

Renato Mosca

People Development and Consulting

Italy

→ [LinkedIn Profile](#)



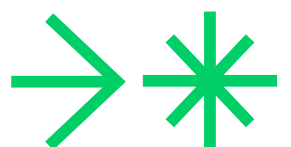
“The future of business must be both digital and human. First, we’ve seen too many businesses go under during the pandemic because they didn’t embrace a sound digital strategy. Today, you can run your business with no-code apps that cost less than \$200 a month. Second, we have to stay human, no matter what. It’s easy to get hypnotized by technology, but the brands of the future will distinguish themselves with a more human touch. They will build community, connection, and collaborate more openly.”

Paul Campillo

Technology

USA

→ [LinkedIn Profile](#)



“For smaller enterprises, brick and mortar will remain important even after the Covid-19 pandemic and the subsequent focus on online offerings.

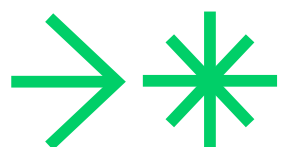
There will, however, be a need for new, hybrid formats that combine classic retail surfaces with private living spaces and convey to guests a feeling of security, relaxed exclusivity and privacy – thus allowing us to give customers our full and undivided attention.”

Reto Caprez

Retail Entrepreneur

Switzerland

→ [LinkedIn Profile](#)



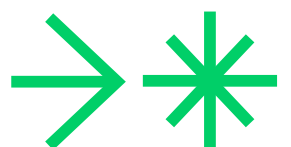
“The Covid-19 crisis has made us realise for the first time with such a clarity that everything is delicately interdependent. Once out of balance, there is no time to prepare for the rapidly evolving threat to our existence. The best we can take out of this is to move without further hesitation to action to transform the old economy into a circular one.”

Michel Hueter

Design Director and Curator

Switzerland

→ [LinkedIn Profile](#)



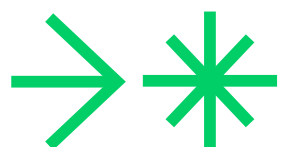
"For my quote I have taken the words of artist Edward Ruscha which perfectly and simply define what the time has taught me": - *That was then this is now* -

Simon Long

Fashion

UK

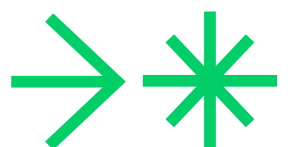
→ [LinkedIn Profile](#)



“Women, workers. Covid-19 has suddenly forced smart working in most companies and public administrations, temporarily raising its acceptance. As the pandemic fades, flexibility will be the new mantra of working. This is an unprecedented opportunity to delegate and empower individuals, rewarding performance over workload and presence. This should tremendously improve work-life balance, enabling more gender equality at work and career progression for women. However it will take a strong commitment from both men and women, to avoid the risk of pushing women at home towards family duties and away from careers.”

Valeria Sterpos
Strategic Consulting
Italy

→ [LinkedIn Profile](#)



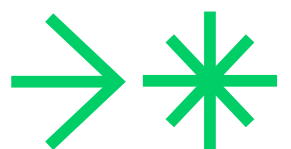
“The brands that take this moment of inflection to offer something much needed — emotion, wonder or discovery — rather than go quiet, will strengthen their position while others will fall by the wayside.”

Dean Di Simone

Design / Communications

USA

→ [LinkedIn Profile](#)



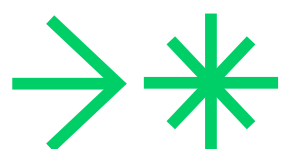
“Due to Covid-19, energy companies have learned the hard way to be “simpler”, adopting a more agile way to govern their processes and increase supply chain resiliency. Now the challenge is to get ready for the Covid-19-accelerated trend towards sustainability, with “proximity” and “relations with the local territory” becoming a new mantra. What about the integration of energy and well-being services (from community power to circular water, from sustainable transportation to digital health) as the new frontier for the post Covid-19 European energy utilities?”

Luigi Corleto

Strategic Consulting

Italy

→ [LinkedIn Profile](#)



"Covid-19 has changed our daily lives and with them, business. Even radio and television have had to adopt new ways of producing content: what was before made in the studio, since lockdown has often been made directly from the homes of journalists and speakers. Even guests are interviewed remotely.

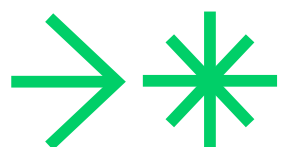
The goal, and therefore the challenge, is to be able to guarantee high-quality and engaging content, with the same passion as ever, wherever it is made."

Marco Fullone

Music Manager / Sound Designer

Italy

→ [LinkedIn Profile](#)



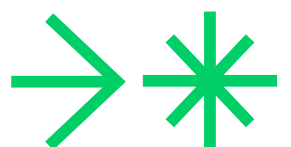
“The business world has been given a rare chance to audit itself. To recognise which of its products and services are truly essential and valuable in daily life, and which ones are easily given up. It turns out, if you’re not in the business of helping people eat, stay healthy, learn, communicate or feel less troubled in a turbulent world, you really should be. Not much else matters, or has a future.”

Chris Cork

Branding

Australia

→ [LinkedIn Profile](#)



“Now we are far more aware that humanity, by its nature, has to live with uncertainty.

New priorities for companies post-Covid-19: concrete and perceptible value comes before inertia; differentiation comes before experience; loyalty before memorability.

Truth before promise. Sensitivity before creativity.

Make haste not speed, refrain from over-anxiety, yet show generosity, empathy and kindness.

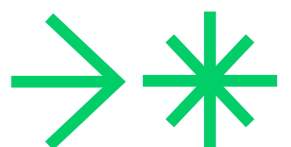
Branding comes before marketing.”

Alessandro Ubertis

Branding Consultant

Italy

→ [LinkedIn Profile](#)



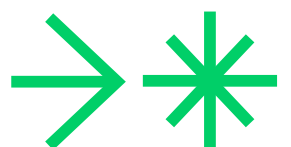
“The pandemic has forced businesses out of their complacency and to re-think their habits. For the future, we will all be more humble in our presumptions about the extent of what we actually control and more open minded to innovation. We are made aware that we are all part of a community where man-made and societal barriers have no relevance.”

Tim Branscome

Built Environment / Furnishings

USA

→ [LinkedIn Profile](#)



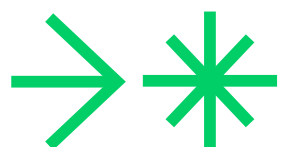
“What the Covid-19 crisis taught us about the future of business, is that all organisations in some way or another will have to adapt to a remote working system. There's no escape from that.”

Manar Al Hinai

Digital Media

UAE

→ [LinkedIn Profile](#)



“There’s a behavioural shift that many of us are going through as people.

The realisation that our individual actions directly affect the health and wellbeing of the many is a learning from the pandemic. Sure, the digital transformation agenda has accelerated by years, but so has our intrinsic desire for meaning in life and work.

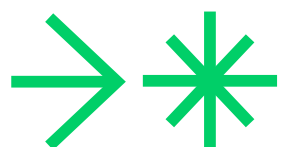
The purpose economy is a natural step for a society with more empathy and a sense of empowerment to affect something greater than ourselves.”

Jason Little

Design

Australia

→ [LinkedIn Profile](#)



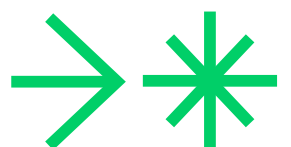
“Will innovation truly thrive online and locked behind doors? The idea that invention comes from necessity may not be true after all. Just as with the secret chemistry that sparks relationships, I am now convinced that innovation’s mother is collaboration with other people — ideally without a screen in between.”

Christian Layolle

Fashion Tech

UK

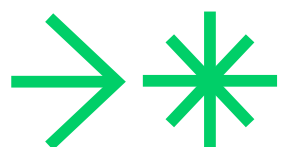
→ [LinkedIn Profile](#)



“Covid-19 taught us that our businesses depend on how much time we invest to avoid employees, customers, suppliers and stakeholders feeling lonely. For some companies, the victory has been consolidated thanks to a win-win attitude even when the match seemed to be a defeat for everybody. Being there, when times are difficult and challenging, is a value in itself. And spending precious time to build a *human to human* vision will allow our companies to become ever more solid reference points and reach better placement on the market.”

Alessandro Costantino
Business Consulting
Italy

→ [LinkedIn Profile](#)



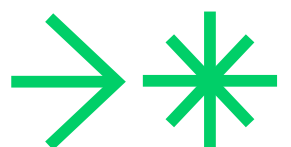
"We are in the midst of an ethical revolution. It's time to look inward and reflect on the values you are bringing into the world through your work and your relationships. Companies that strive to align their values to the impact of their core business will be better suited to succeed. Let's lead by example."

Adriana Gelves

Brand Strategy

USA

→ [LinkedIn Profile](#)



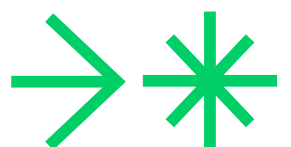
"Never underestimate the power of human connection and creativity. 2020 brought us the shift we needed - the big reset. I strongly encourage all to take this moment to build and define innovation, and restore the wrong by doing what has never been done before."

Esther Kroes

Arts and Community

UK

→ [LinkedIn Profile](#)



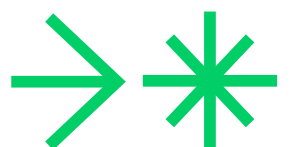
"Covid-19 made the 2020 sales forecasts literally spreadsheet reality and made us focus less on excel-based top-line budgeting, and more on adjusting to changing environment quickly. Adaptability and agility are the key considerations to be held in mind in any form of strategic thinking when we now face increasingly unpredictable, evolving markets."

Erkan Fere

Leisure Time Retail

Finland

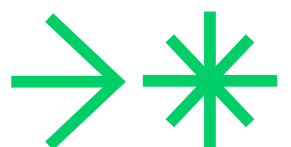
→ [LinkedIn Profile](#)



"2020 is Covid-19's home run: it caught every person by surprise, from every statesman to every mother. They say that trained firemen and soldiers have to loop every possible risky and unexpected scenario during their day-to-day training, so that when the time comes, they can respond reflexively, without even thinking. Maybe we should borrow some of their approach; for each of our own business plans, learning plans, diet plans: whatever planning you have, though it may not be about life and death, still, we are asked to respond in no time at all, to re-think, re-loop. Danger and opportunity are just two sides of the coin. Yet opportunities are created for those who are prepared."

Albert Chu
Real Estate
China

→ [LinkedIn Profile](#)



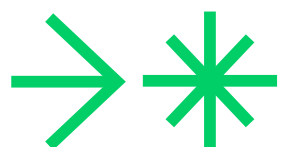
“The importance of the accuracy and sharing of customer data within the company, to drive relevant and meaningful customer conversations can help to strengthen relationships.”

Silvia Kyselova

Technology

Italy

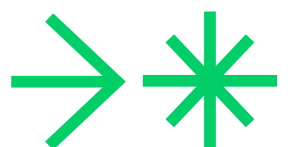
→ [LinkedIn Profile](#)



“Radio is about *making people feel better* and *know better*.
Is there anything better during these times?”

Claudio Astorri
Radio Consulting
Italy

→ [LinkedIn Profile](#)



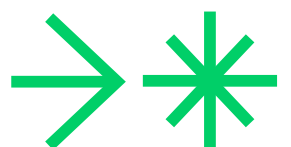
“An opportunity arises from every crisis. The pandemic will forever change the way we live, work and relate, making a better use of digital technology.”

Mauro Panarelli

Digital Radio

Italy

→ [LinkedIn Profile](#)



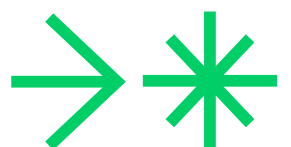
"Covid-19 has shown us how much we all are linked to each other in the way we live our lives. It starts with where you buy your food, your daily coffee on the way to work, your new outfit, meeting a business partner or a friend for lunch, spending time with your loved ones over a Sunday brunch or a trip to escape from the daily routine and explore new places or spend time with your relatives. We all consume and buy from each other and if things stop from one day to the next, the wheels grind to a halt and start to go backwards. Let's get closer and work together since we are all linked somehow!"

Stephan Hein

Hotellerie

Germany

→ [LinkedIn Profile](#)



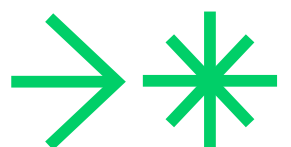
“This has no difference than any other crisis the World has been into. Due to the development of science and technology, only the type of crisis evolved. Every crisis create opportunities. If you sit and watch, you will be left behind; you should run with the wind.”

Hakan Cevikoz

Luxury Retail

Turkey

→ [LinkedIn Profile](#)



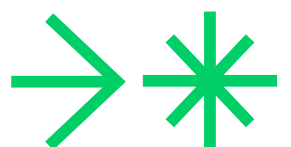
“These brutal impacts in the world make the value of creativity even more important within the business world as regards institutions, companies and individuals. Introducing design into the workflow of all our future action, will be decisive for the success and advancement of society in such an unstable new world.”

Jose Manuel Ferrero

Product and Creative Designer

Spain

→ [LinkedIn Profile](#)



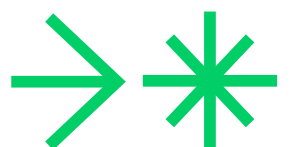
“Embrace ecosystem thinking and collaborate across the boundaries of your own organisation. Collaborate with innovators to discover new concepts, technologies and business models.”

Ingrid Willems

Data & Analytics

Belgium

→ [LinkedIn Profile](#)



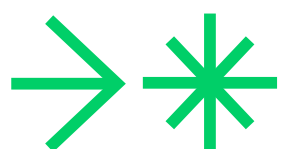
“The journey as mass consumption?
The consequences of Covid-19 have canceled this concept.
Moving between different countries will sum up the value
of the past. It will be planned well in advance, studied
in detail, lived as a fundamental experience of knowledge
and remembered over the years.”

Massimo Pacifico

Travel Journalist and Photographer

Italy

→ [LinkedIn Profile](#)



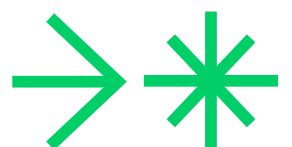
“The pandemic has taught us that international cooperation is increasingly proving to be an indispensable element in addressing global problems, among which pandemics unfortunately are featuring with ever-greater relevance. All social economic systems are interconnected and any action tending to isolation is doomed to failure.”

Alessandro Rampoldi

Marketing

Italy

→ [LinkedIn Profile](#)



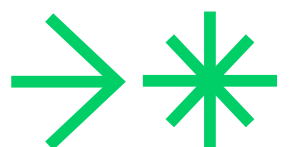
“People have been locked-up but also unshackled. What we thought was not possible is very possible. Our views of the workplace, what we want from cities and how we travel has changed. This is an opportunity for businesses to rethink how to do things. Customers are willing to rethink and be open to change. Can we capture this moment to create products and services that are better for people and the planet at the same time?”

Tim Fendley

Design

UK

→ [LinkedIn Profile](#)



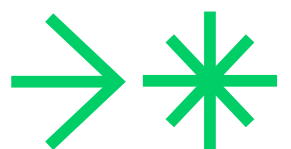
“Every crisis always conceals an opportunity. The capacity to adapt and react is a feature of our acknowledged productive and organisational flexibility.”

Carlo Bevilacqua

Photographer

Italy

→ [LinkedIn Profile](#)



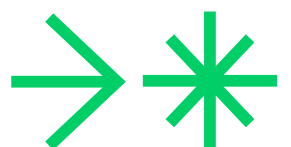
"Self-awareness, empathy and emotional agility are the keywords that guide this new normality, where the only certainty is that we live in uncertainty. Serendipity is the goal. Listening and empowering ourselves to live our pain and fears are necessary tools. This process of individual and social transformation is urgent but achievable, through the (re)discovery of our humanity and the values that most deeply move us."

Margherita Pogliani

Digital Strategy

Italy

→ [LinkedIn Profile](#)



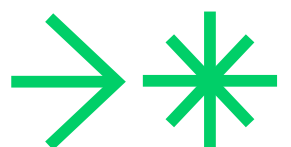
“The Covid-19 lockdown accelerated digital transformation of the economy and many of our companies gained from this shift from both consumers and businesses alike.”

Stephan Morais

Tech Finance

Portugal

→ [LinkedIn Profile](#)



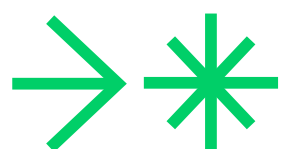
"A new world has just started. Being a "nomad worker" and creating light structures for your company will be the key not only to survive, but to succeed. We moved our business from real events to virtual events and it was amazing. An agile and dynamic mindset is like an evolutionary requirement of our species in this particular moment, or maybe it has always been thus."

Pietro Allegretti

Start Up Entrepreneur

Italy

→ [LinkedIn Profile](#)



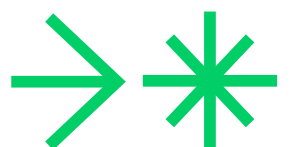
"Covid-19 has enlightened remote working: we will have a new decentralized era, able to redistribute value and high quality jobs from big global hubs to small villages."

Riccardo Mazzolo

Digital Transformation

Italy

→ [LinkedIn Profile](#)



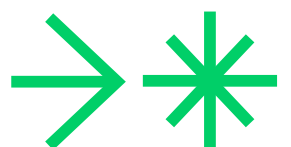
“In the past 6 months we've seen how working from home can be as efficient and productive as working in an office, how urban centres can be more fragile than (newly flourishing) suburban high streets and how smart businesses have been able to adapt their offering. If Covid-19 has taught us anything, it's that businesses need to be agile and should take the leap to innovate before they're forced to do so. Businesses that rapidly anticipate, deviate and activate are the businesses that will prosper.”

Adam Mack

Strategic Communications Consultant

UK

→ [LinkedIn Profile](#)



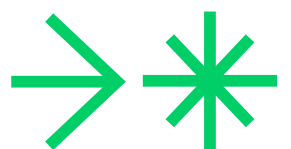
“How eager and delighted people have been to join up as best they can. And how the common problem has bound us as humans in ways not needed before. It has been truly insightful, amazing and very enjoyable.”

Julia Zaetta

Media

Australia

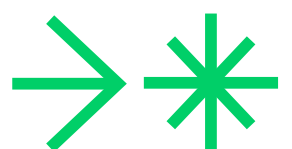
→ [LinkedIn Profile](#)



“Just like past crises in our history, Covid-19 is teaching us the unthinkable is always an option. In such stormy weather, small companies often prove to be agile and can very rapidly adapt to the new market conditions: reshaping the organization; inventing new offerings; defining new axes of growth. After all, this is what entrepreneurship is all about: move forward with a smile into the unknown!”

Arnaud Barbotin
Digital Marketing
France

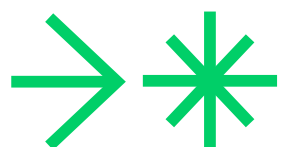
→ [LinkedIn Profile](#)



“The pandemic has uprooted the restrictive conventions, destroyed apparently imperishable certainties and has forced companies to take once unthinkable steps. Now there is only to hope that those good lessons learned during the pandemic become our new normal. We shouldn’t waste this unique opportunity to take an enormous evolutionary leap forward, not just in business but also in how business intersects with our lives. Now, as never before, let us have a good collective memory for once.”

Carlotta Silvestrini
Strategic Consulting
Italy

→ [LinkedIn Profile](#)



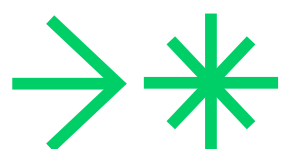
“During the pandemic, only a small percentage of users cancelled their subscriptions. It was interesting to see how much they like or care about the product. Loyalty is really important for our business model, and we need to keep our eyes on that. Furthermore, it motivates us to keep working every day and continuing to improve the app.”

Thiago Sanchez

Travel / Technology

Brazil

→ [LinkedIn Profile](#) n.a.



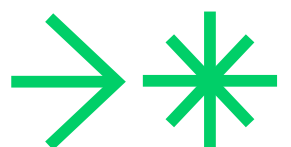
“Basically the main contribution that anthropology can give to the business world is the ability to imagine different alternatives, different scenarios for the future. Never before has the future in business (and in all other fields) been uncertain, so with such a world-changing event like Covid-19 there has never been a better time to be anthropologists.”

Alberto Guglielmone

Consultant in Business Anthropology

Italy

→ [LinkedIn Profile](#)



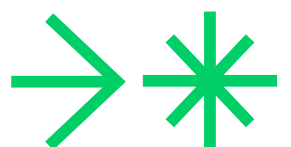
“Look inwards, rather than the outside chatter. When there is uncertainty, sudden change and fear in the external environment, it is important to look inside and find balance. Knowing yourself well - strength, weaknesses and your value proposition can redefine you and your business.”

Manik Handa

Design Retail

India

→ [LinkedIn Profile](#)



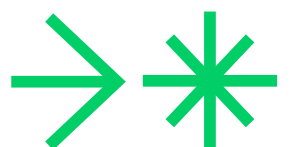
“Companies in the food industry have been called upon to make a great transformation in this moment. At the center of this change is depth: depth of relationships with customers, of alliances with suppliers, of reach within the territory - which cannot remain just a marketing lever but must be part of a partnership of responsibility. The choice of ingredients and the techniques involved in the preparation of a dish is part of a journey which encompasses these themes and translates into a moment of wellness and connection.”

Friedi Schmuck

Maestro Pizzaiolo

Italy

→ [LinkedIn Profile n.a.](#)



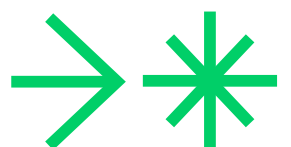
"Simple solutions to complex problems are easy for everybody to understand and sometimes have the benefit of being elegant, even brilliant. However, they are also exceedingly rare and often don't work out as planned. A fact which the unexpected Covid-19 crisis has reminded us."

Marco Ricchetti

Fashion Sustainability Consultant

Italy

→ [LinkedIn Profile](#)



"In the 1980s, works of contemporary art began to step away from the aseptic and sometimes arid four white walls of museums, entering into the daily urban texture, breaking into intimate private spaces interacting between art works and the surrounding spaces in a non-traditional way (no paintings hanging on the wall, sculptures placed on parallelepipeds, etc.).

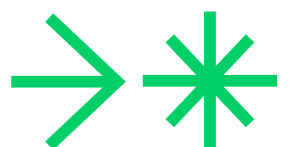
The Post-Covid-19 Era will be a museum, instead, making a leap towards the "Museum 4.0", a space dedicated to welcoming art again, not only the work of art but the whole process of "making art"."

Fuyumi Namioka

Contemporary Art Curator

Japan

→ [LinkedIn Profile](#)



“Many cartoonists have represented the post-pandemic working world with rather grotesque illustrations of people’s smart-working experiences.

Yet nothing could be further from the truth.

We tend to forget that, beyond finding new forms of doing business, we have had more time for ourselves, more time to dedicate towards our minds and bodies as well as each other. It has allowed us to find the time we had lost before – and above all to make it quality time.

The occasion to grow has arrived.

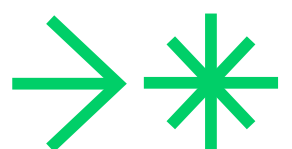
And how unexpected it was.”

Stefano Volpe

Vocal Coach

Italy

→ [LinkedIn Profile](#)



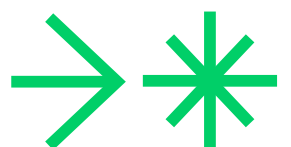
"As we seek to understand the topography of our next normal, with our physical and economic well being now dependent on the kindness of strangers, the time has come to reach out from our enforced isolation, cultivate relations anew and sow well for our collective future."

Michael Sholto Radford

Ghost Writer

UK

→ [LinkedIn Profile](#)



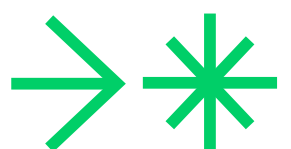
“With so much nervousness in the markets, it is imperative to lose 'pity party' conversations and talk about how salespeople can help clients make money. Clients are either not buying or buying faster, the sales process has got shorter, so sales communication must evolve, we have to sell at the speed of change, that means using video a lot more, not just with Zoom meetings, but using video when messaging, emailing, confirming appointments or even video based proposals. Sales people who are still hiding behind email will quickly be left behind. The pandemic has taught us that human connection is everything.”

Simon Hares

Sales Training Consulting

UK

→ [LinkedIn Profile](#)



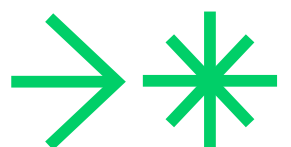
“In our industry it is clearly noticeable that people are looking for the safety of nature again and need places where they can enjoy silence and alone time and not bad news raining down on them 24/7. Tourism in nature and small hotels is booming; people just want to be able to drive away and go outside.”

Laura Koch

Hotellerie

Austria

→ [LinkedIn Profile](#)



“The communities and customers of the creative industries crave confidence and relief amid these uncertain times. We have to be innovative, flexible and communicate these needs. As human contact goes virtual, the creative and culture industries have a role in closing the gap to allow a sense of belonging to ensure activities stay relevant despite the disruptions.

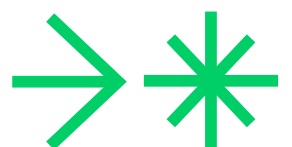
This is why content is essential and the various platforms that the audience can use and enjoy are rising to the forefront.”

Tamar Zadok

Museum Executive

Israel

→ [LinkedIn Profile](#)



“As Medical NGO working in around 72 countries, international movement restrictions have pushed us to think outside the box to reach our beneficiaries and to give a response to the pandemic.

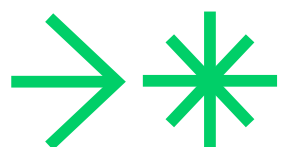
Thanks to necessary digitalization, having the reputation to negotiate with the Ministries of Health in countries in need, but mainly thanks to capitalization of local human resources due to a previous capacity-building and staff-development strategy we have faced the emergency and continued to provide medical service.”

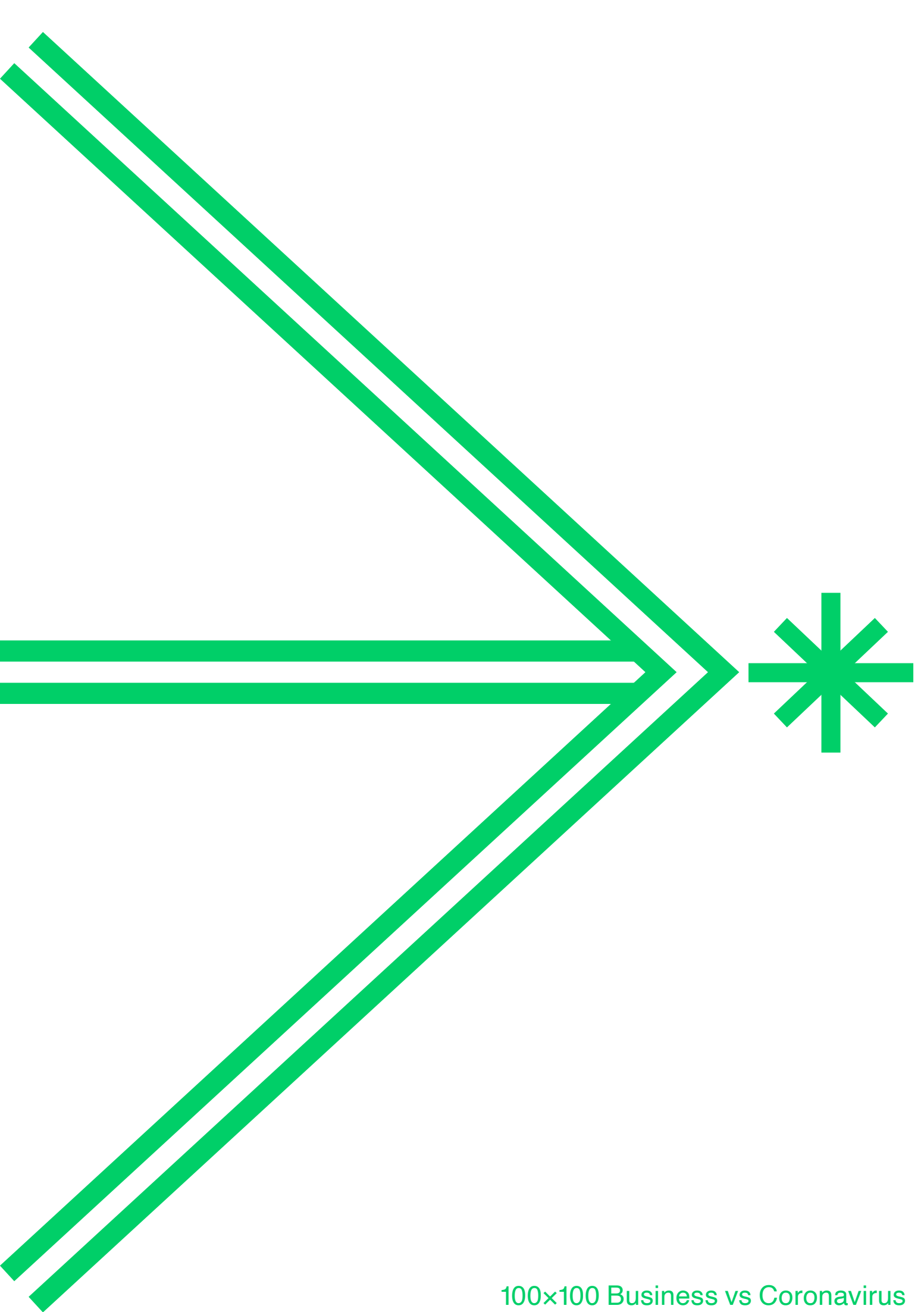
Maria Sole Zattoni

Humanitarian Sector

Italy

→ [LinkedIn Profile](#)





SPREAD THE WORD.

The concept of sharing lives at the heart of this handbook. And it doesn't end with those who shared their quotes or their talents in the making of it. It also includes you.

Help us foster a free and supportive business community by sharing this project with your friends and colleagues, by connecting with the people who participated in the project via LinkedIn.

MANY THANKS.

Thanks to all those
who made this project possible.

Thanks to you,
who downloaded this handbook,
and can now help spread the word.

Thanks to all those
who volunteered their insightful
and inspirational quotes.

And thanks to those who volunteered their talents to bring it all to life:

Contents coordinator

Davide Sala / Visual Perspectives

Content editor

Alessandra Perotti / Writing Way Lab

Graphic design

Paolo Cavalli / CCRZ

Digital marketing

Mirko Migliorati / Bluedog

LinkedIn advisor

Mirko Saini / The Social Seller

Public relations

Raffaella Godi / Guitar PR

Google Cloud G Suite Specialist

Daniele Guidetti / Huware

Digital community

Sergio Poma / Rinascita Digitale

Author Maurizio Ribotti.

Published by b-f-t-m, an innovation marketing firm that supports initiatives to promote the culture of modern business.

PLEASE SHARE IT!



www.100x100quotes.com

and

[#100x100quotes](https://www.instagram.com/100x100quotes)

Let's get social



Thank you.

Published November 2020.

© Copyright bftm srl, all rights reserved.