


A close-up, black and white photograph of a horse's face, focusing on its eye and the texture of its fur. The image is slightly blurred, creating a sense of depth. The text is overlaid in a clean, white, sans-serif font.

How to Pivot Your Business Through Lockdown

Mohamed Said

In order for a business to survive during this crisis, it needs to focus on pivoting the business to scale opportunity.

**Here are five practical ways to
pivot your business in times of
crisis:**



7.

Embrace the Opportunities of Digitalisation

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2.

**Design New
Products and
Services**

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3.

**Engage
with Existing
Customers**

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4.

**Change the Tone
Used in Your
Promotional
Material**



5.

**Keep Trying
(Despite Failure)**



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