



For Immediate Release

June 2020

MEDIA RELEASE: 1 July - the first day of the rest of your (business) life



As we approach the start of a new financial year, there is an opportunity for Australian companies to take a positive step towards the re-establishment of their business, now that some of the COVID-19 restrictions are being lifted.

Many organisations have been operating in their so-called “business continuity” mode for months – the business equivalent of treading water – aiming to do little more than ensure that their organisation survives the biggest global health crisis in our lifetime.

But when will it be the right time to start some active re-establishment programs?

According to Geelong-based business, **Untypical**, an ideal time to start that process is 1 July - the start of the new financial year.

Managing Director, Neil Butler says, “At some point, businesses will need to draw a line in the sand and start the process of moving towards a post-COVID business model. The start of the new financial year seems like a great place to draw that line. But this isn’t something that can be switched on and started immediately – it will involve selecting the right people, the right approach and the right mindset”.

Many organisations have relied on the same senior leaders to drive the necessary changes during the past few months. For many of these people, after around three months of gruelling work, the

thought of now investing even more energy into the re-establishment phase is daunting.

“From our perspective, there is an amazing opportunity to introduce new people, new thinking and new approaches during the re-establishment period”, says Mr Butler. “Companies who are ready to start their re-establishment during the second half of the year should use 1 July as their kick-off date. Create a Business Re-establishment Team and actively choose to include different people. People who bring innovative thinking, creativity, imagination and courage to the conversation. People who accept that the old way is the old way and that client, employee and shareholder expectations have changed. People who are prepared to see beyond what has been the old normal.”

“If you could go back to a vacant block of land and re-build your house from scratch, would you build exactly the same house that you have now? It is the same with your business – you have the chance to imagine, to create, to truly transform your business for now and for the future. Why would you re-build it for the past?”

Untypical has developed its **Transformagination** program to work with businesses who are ready to start their business re-establishment activities.

<https://www.untypical.com.au>

Media Release Ends

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