

Crisis Management Toolkit

By: Phyllis Mwangi

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Our journey today

- Overview
- Deep dive – The Toolkit
- Panel Discussion – BSOs engaging the Crisis Management Toolkit
- Questions & Answers



Overview



- Outlook 2020
- Vision 2020
- January to March

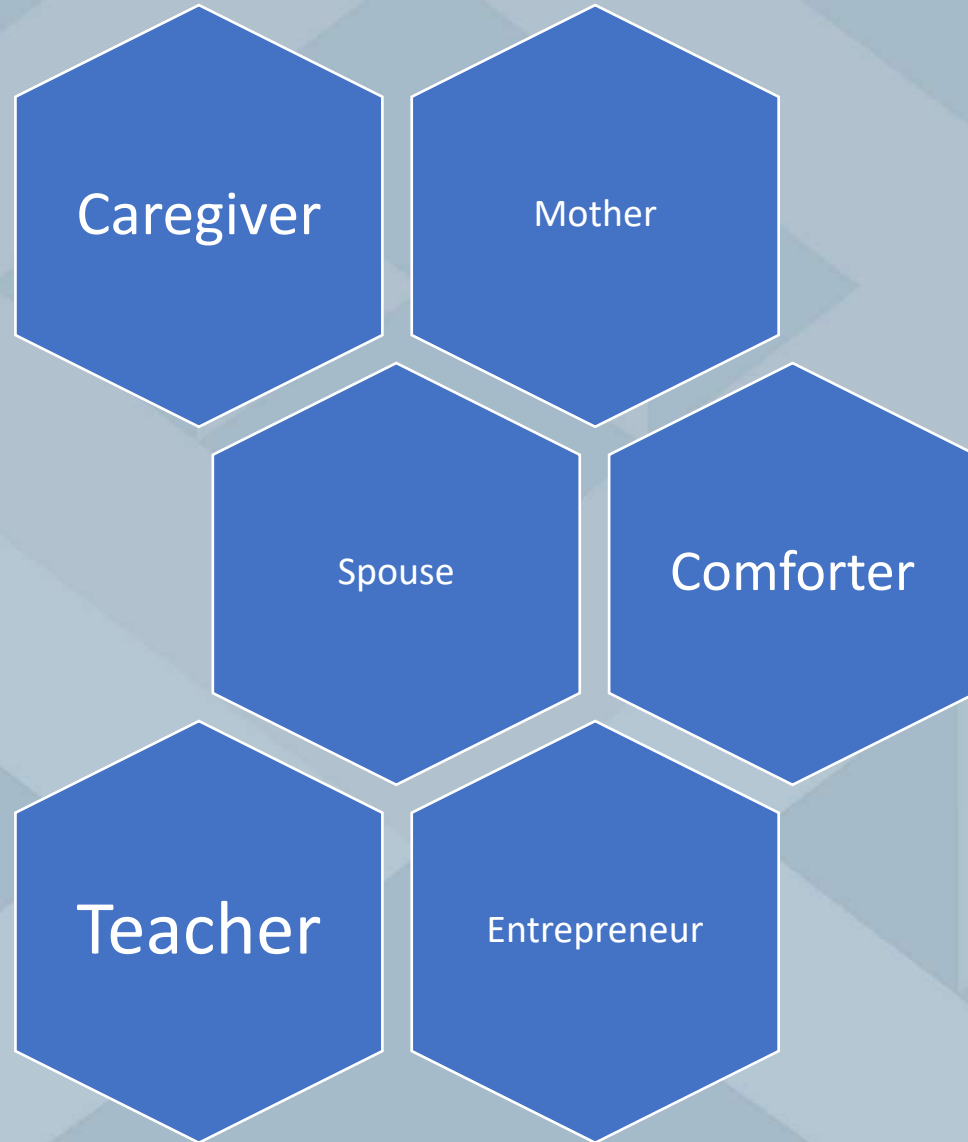
A Perfect Storm



Women Owned Businesses

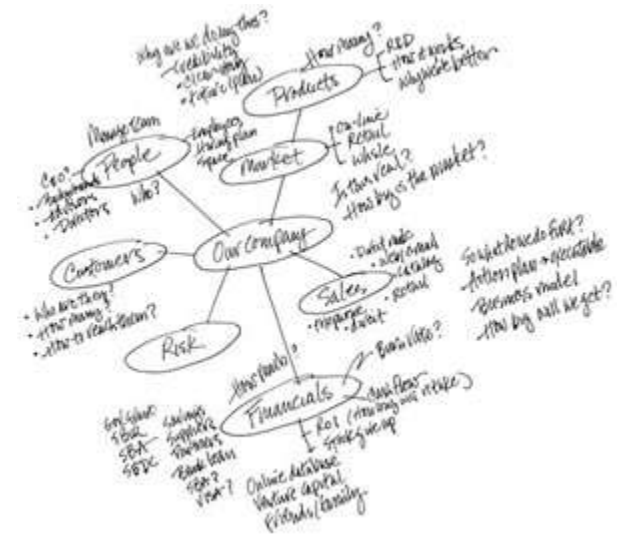


- Women Owned Businesses: Globally, 1 in 3 Small and Medium sized businesses
- She Trades Survey and other Industry surveys between March & April 2020



- Webinars
- Tons of Information
- Thinking/ strategy tools
- One stop shop – Crisis Management Toolkit

Planning Tools



Winston Churchill:
never waste a good crisis



Building resilient organizations

Resilience Is...

the ability to
anticipate
adapt
flourish
in the face of change



Endgame



- Change in Business Models
- Alterations in Product line
- New Markets, Local & Regional
- Rethinking business
- Weather out the storm



Panel Discussion

Alisa Osei-Asamoah

Founder and CEO of Riali Consult Limited, a travel and tour company based in Ghana.

Member

- African Tourism Board,
- American Society of Travel agents
- World Tourism Network (WTN)

President

- Tour Operator Union of Ghana



President: TOUGHGA

- Tour Operator Union of Ghana
- Association – Experienced Travel professionals in Tourism
- Tourism Focus: Revitalize the Tourism sector
- Increase Number of visitors
- Advocacy with Government



Carole Kinoti

Founder and CEO of CaroleKinoti Brands


The creative behind the collections – The Hariri, Rafaela, Dhahabu and the Blanketi Collection.

Founder of Carole Kinoti Brands, Fashion on The Road (FoTR) The Mavazi Elevate Program (MEP) and the Chairperson of People on the Move.



Carole Kinoti

- Mission: To produce made in Kenya fashion through innovative techniques, unique design and authentic storytelling.
- Vision : to produce made in Kenya fashion through innovative techniques, unique design and authentic storytelling.



Q&A