

# Growth in a Challenged world





The World Bank estimates global GDP to shrink **(5.2)** this year. My guess it will be closer to **(8)**.



# Global GDP structure

<b>Agriculture</b>	<b>6 %</b>	<b>Least Impacted</b>
<b>Industry</b>	<b>30 %</b>	
<b>Services</b>	<b>64%</b>	<b>Most Impacted</b>

# Industries most impacted by COVID

- Airlines
- Casino and gaming
- Leisure facilities , Hotels
- Auto parts and Equipment
- Oil and Gas



# Industries least impacted by COVID

- Insurance
- Health care



A hand in a blue suit jacket points towards a digital interface. The interface features a white graduation cap icon with a Wi-Fi signal above it, set against a dark blue background with white circular patterns and dashed lines. A white rounded rectangle contains the main title text.

## Industries/segments benefiting from COVID

- Dishwashers
- Robot Mops
- Household gadgets
- Online web services
- Online education
- Sanitizers
- Masks
- Gloves

Take a  
9 + 12 month  
approach



**There is growth  
in niches in every  
slowdown**



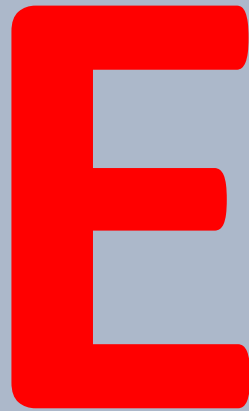


A man in a suit is holding a large yellow star. The background is a blurred image of the same man, creating a sense of depth and focus on the star and the text overlaid on it.

**1. Stay on Strategy**

**2. Conserve cash, rethink capex, keep talented people.**

**3. Most companies either do too much or too little of the right thing in a crisis**

A large, bold, red letter 'E' with rounded corners and a thick stroke.

**Execution**

A large, bold, green letter 'I' with rounded ends and a thick stroke.

**Innovation**

# Summary

