



The West Sands - St Andrews in Fife Scotland - The set for scenes from the movie Chariots of Fire

Where is the TIDE?

One of the many COVID analogies that I have heard over the last 7 months was shared by Shane Wallace of [Culturesmith](#) recently who painted this picture -

“COVID has made the tide go out on our businesses”.

This has exposed many features, both good & bad, that were previously covered up or only partially visible, and therefore has presented us all with a unique new perspective of ourselves and a new way to take stock.

What can you see now?

With these elements now exposed and the tide staying out for now, there is a chance to work on them before the tide comes back in and covers them back up again. What an incredible opportunity for teams and organizations to take steps to improve and evolve as they prepare for the next chapter of growth in the economy that will emerge out of the Pandemic.

There is no doubt that many aspects of how we operate as organizations and society in general will be changed forever and this is one way in which we can ensure that these changes will be for the better.

Here at CCA we know that this will be front and centre for us all and, while there will be very few easy answers, those who take this up will be stronger for it. These perspectives are what are guiding and driving us as we move forward through the rest of 2020 and beyond.

Bill Black