

# A Recovery Lesson From Red Wine & Lattes

Integrated Emergency  
**Management  
and Recovery** 



Eighteen months ago, a business owner in Victoria, revealed to me during a casual conversation that they ran a business with a café and a wine shop. The owner admitted that the café was the core business and the wine shop was a labour of love, satiating his passion for the products of viticulture, without the risk of running a vineyard/winery. I didn't think much more about this business model until the current crisis.

The wine shop has turned out to be an accidental hedge, providing business leverage in this crisis. While the café's turnover is virtually nothing, the wine shop has never been busier. Far from perfect, but it should sustain the overall business during the worst of the crisis.

Last week the business owner was magnanimous enough to admit to me that this situation was not the result of any considered strategic insight.

Our Integrated Emergency Management and Recovery (IEMR) initiative highlights the need to progress recovery activities alongside crisis management. The lesson to be learnt from red wine and lattes is that business should take the opportunity, as they recover back to their [Business As Usual \(BAU\) trajectory](#), to identify if there are any natural hedges against risks identified in the organisations headline risk register? Or are there new ways to utilise the current or future resources of the business?

Google the “Ansoff Matrix” and use it as a framework to help inspire thought about your future. Can you reach your customers in different ways? Can you supply to diverse industries, can you work in various supply chains? Where are the yin and yang for your skills, machinery, equipment and products?

I recommend you find the time now, during recovery, to consider everything under the stars. And don't forget to be mindful of all your baggage, or in business-speak, your biases. Look at everything objectively?

Do this now because other companies are already doing this. And while competition breeds innovation, it could also lead to more competition in your current market which might put you right back into crisis management in 2021.

Article posted on LinkedIn by Jayston Small

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