

DAVID ECCLES SCHOOL OF BUSINESS

NAVIGATING COVID-19:

How to Rebuild Your Business and Reactivate Our Community

Building Confidence in the Next Phase of Recovery



Mike Leavitt

Former Secretary of Health
and Human Services,
Former Utah Governor



Jesse Graham

George S. Eccles Professor
of Business Ethics at the
David Eccles School of
Business



Andrea Thomas

Assistant Dean and
Marketing Professor at the
David Eccles School of
Business



David Neeleman

Founder & CEO of Jet Blue,
Azul, and Breeze Airlines



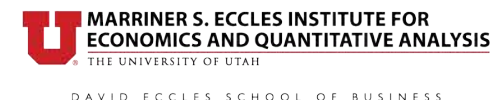
Chid Liberty

CEO & Founder, Liberty &
Justice

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FOUNDATION



LEAVITT
PARTNERS





Taylor Randall

Dean, David Eccles School of Business
University of Utah



Mike Leavitt

Former Secretary of Health and
Human Services

Former Governor of Utah

Agenda

Description	Presenter
Welcome	Taylor Randall
Introduction: Navigating COVID-19: How to Rebuild your Business and Reactivate our Community	Governor Mike Leavitt
How does a leader instill confidence?	
How do you maintain investor confidence? Success story from the Ebola Crisis	Chid Liberty CEO & Founder Liberty & Justice
How do we bring our employees back to work? The dilemma facing employers and employees	Jesse Graham George S. Eccles Professor of Business, Ethics
Some hard data on consumer confidence	Andrea Thomas Assistant Dean and Marketing Professor
When and how will customers return? Lessons from an airline industry icon	David Neeleman, Founder Jet Blue Airways, Azul Brazilian Airlines and Breeze Airways
Audience Q&A	Andrea Thomas
Summary Close	Taylor Randall

Audience: Ask Questions Using Chat



Summary of Key Action Items

1. Think about COVID-19 as a long-term risk that needs to be managed, not a short-term issue that can be solved.
2. Look for ways to adapt your business as you prepare for a new normal.
3. Utah is doing well with COVID-19 responsiveness in comparison to other states.



How Does A Leader Instill Confidence?

1. Give people the information and tools they need to feel safe.
2. Communicate a plan in simple language and use symbols.
3. Seek a team/community culture by celebrating successes and learning from mistakes.



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Future Workshops:

Navigating COVID-19: How to Rebuild Your Business and Reactivate Our Community

Friday, May 15 from 11-12pm

LEARN, PLAY, CELEBRATE-When and How Do Large Groups Return?

To Register: **[Eccles.Link/MikeLeavitt](#)**

For More Info: **navigatingcovid@Eccles.Utah.edu**

For More Information:

University of Utah Executive Education

Online Classes Available:

- Growing in Uncertain Times
- Lean Six Sigma Green Belt Online
- Competitive Strategy
- Developing a Digital Marketing Plan

Download the At-A-Glance Calendar and Register:

- UtahLeaders.com
- 801-587-7273

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