

FRIDAY, MAY 22 | 11 A.M - NOON

ECCLES.LINK/MIKELEAVITT

**U MARRINER S. ECCLES INSTITUTE FOR
ECONOMIC AND QUANTITATIVE ANALYSIS**
THE UNIVERSITY OF UTAH
DAVID ECCLES SCHOOL OF BUSINESS

NAVIGATING COVID-19

KEY INSIGHTS

**THAT MATTER MOST TO SHORT-
AND LONG-TERM PLANNING**

FEATURING:

Crystal Maggelet, Chairman & CEO
of FJ Management Inc.; Co-Owner
of MacCall Management

David Muhlestein, Chief Strategy and
Chief Research Officer at Leavitt Partners



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**THE
CYNOSURE
GROUP**



Taylor Randall

Dean, David Eccles School of Business
University of Utah



Mike Leavitt

Former Secretary of Health and
Human Services

Former Governor of Utah

Today's Word: Titrate

- COVID 19—a chronic situation
- Social distancing is a medical intervention—with side effects
- Titrate: Balancing side effects of the intervention and the impact of the virus
- Frequent words: “Flare,” “hot spot,” and “transmission rate”
- Businesses can learn to use key indicators to titrate their activity:
 - Where to get information
 - Conditions to watch for

Agenda

Description	Presenter
Welcome	Taylor Randall
Today's Word: Titrate	Governor Mike Leavitt
Data to Use & How to Use It	David Muhlestein Chief Strategy & Chief Research Officer, Leavitt Partners
Building Your Playbook	John Poelman Senior Director, Leavitt Partners
Lessons Learned: Small Business Planning	Natalie Kaddas CEO, Kaddas Enterprises
Lessons Learned: Regional Business Planning	Crystal Maggelet Chairman & CEO, FJ Management Inc. Co-Owner, MacCall Management
Audience Q&A	Andrea Thomas
Summary Close	Taylor Randall

Audience: Ask Questions Using Chat



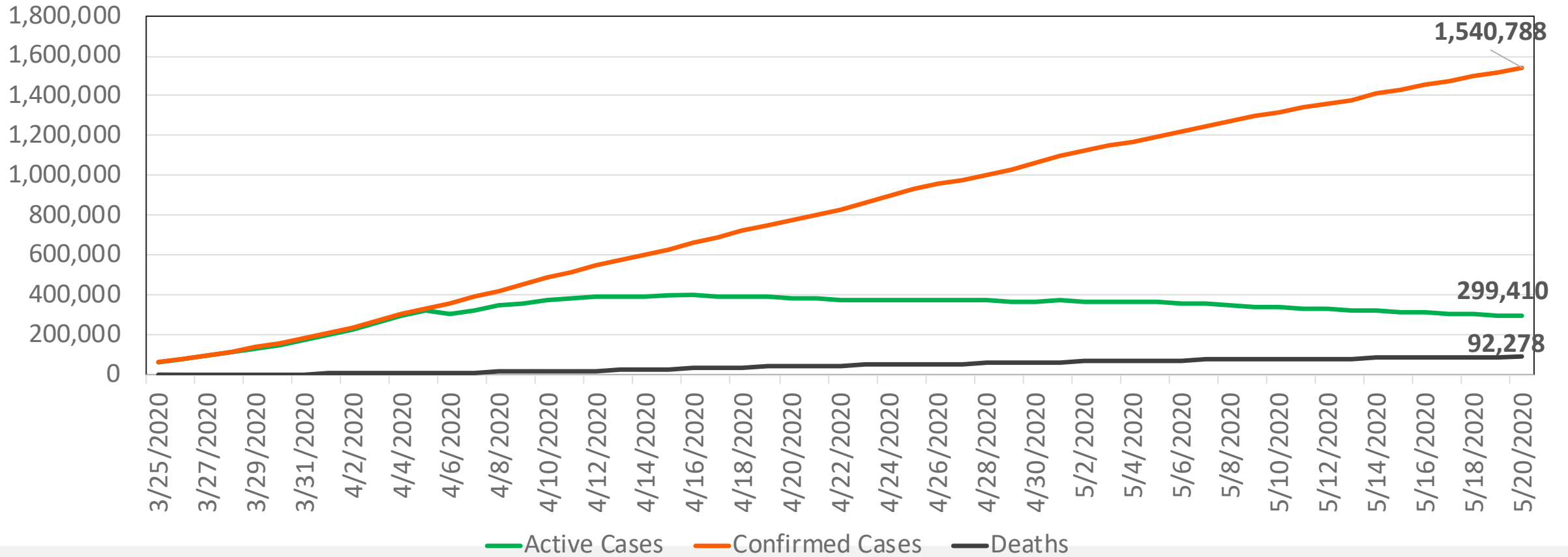


David Muhlestein

Chief Strategy and Chief Research
Officer,
Leavitt Partners

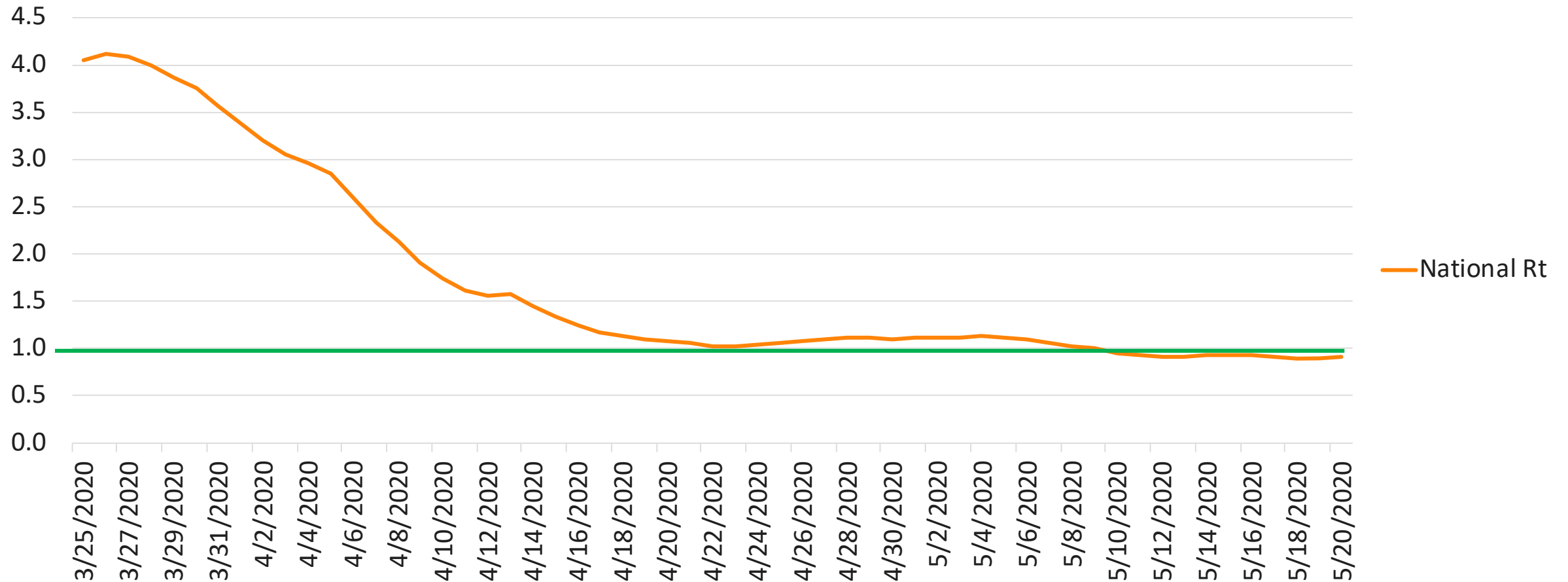
Cases Over Time

United States COVID Growth

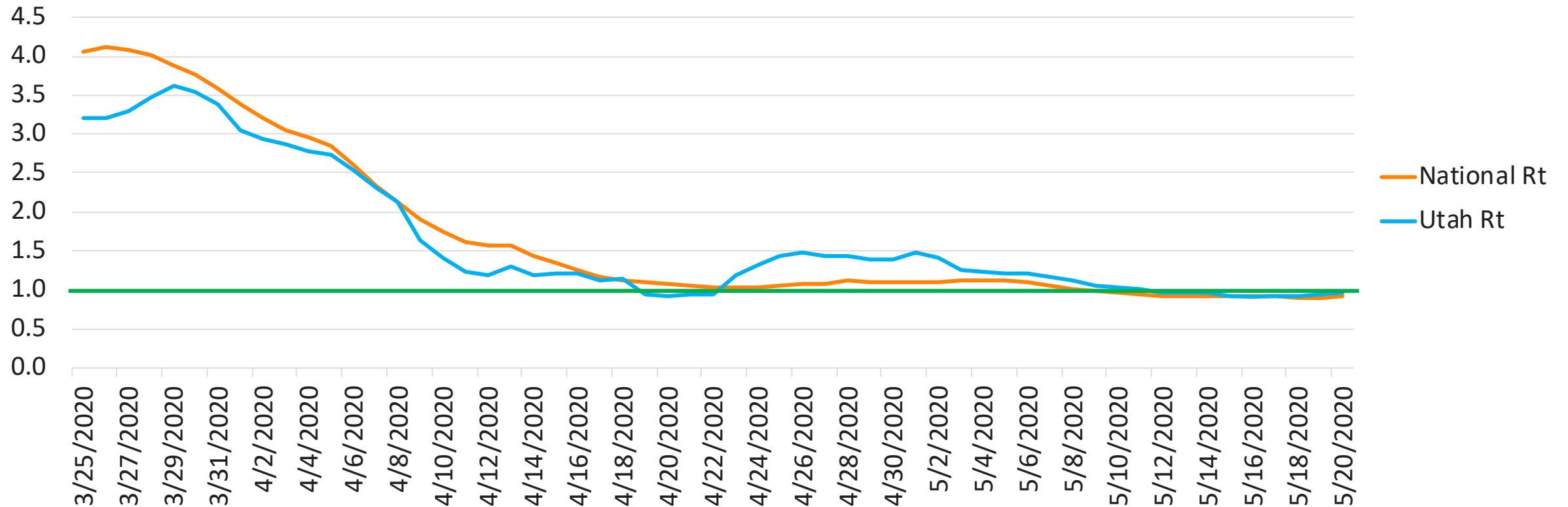


National Effective Growth Rate

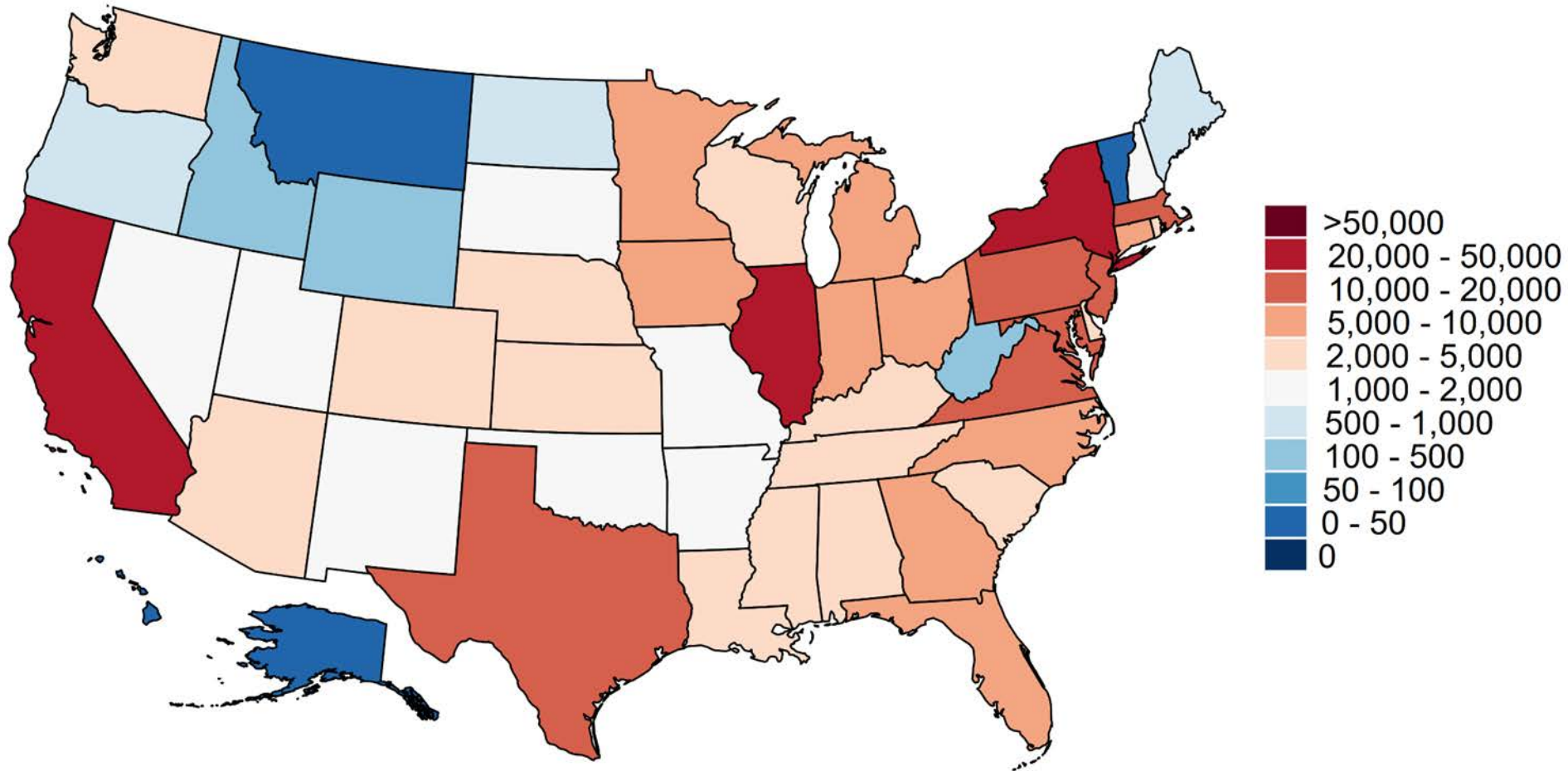
United States COVID Effective Transmission Rate



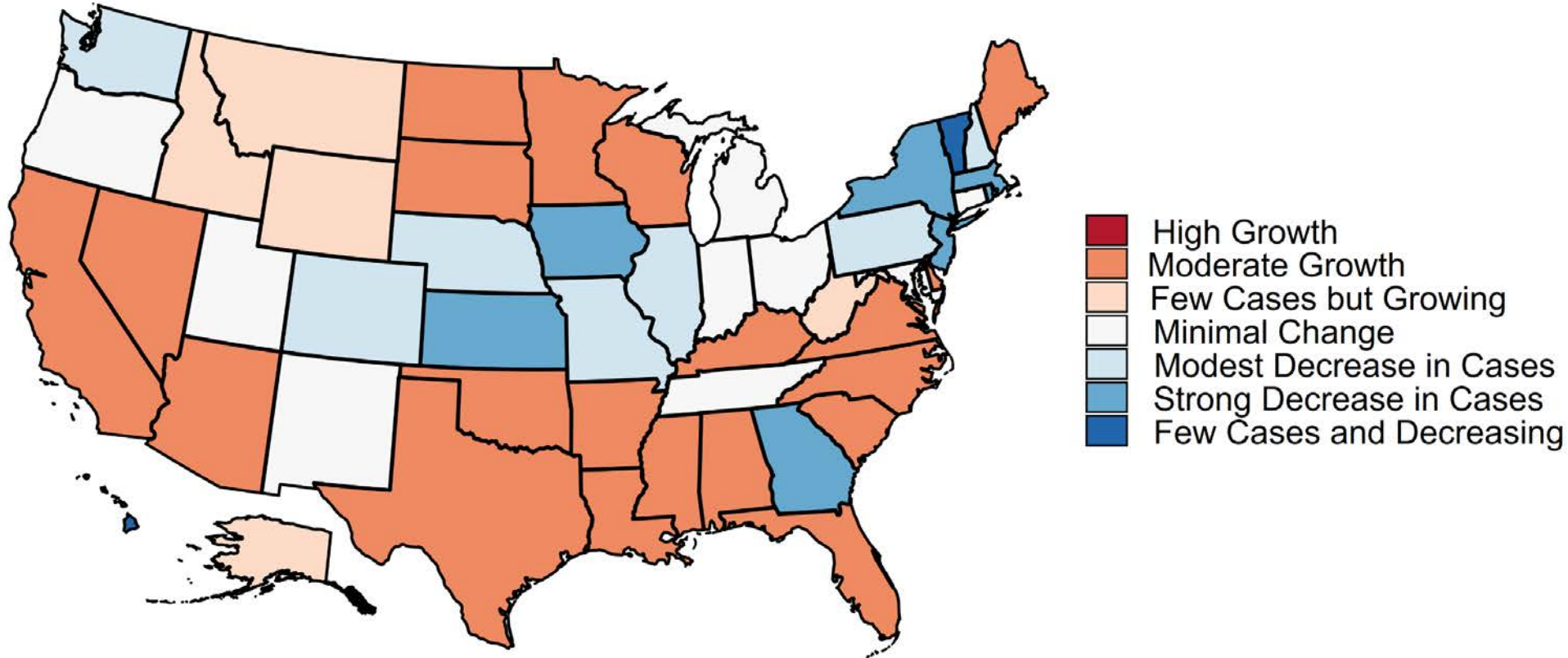
National vs Utah Effective Growth Rate



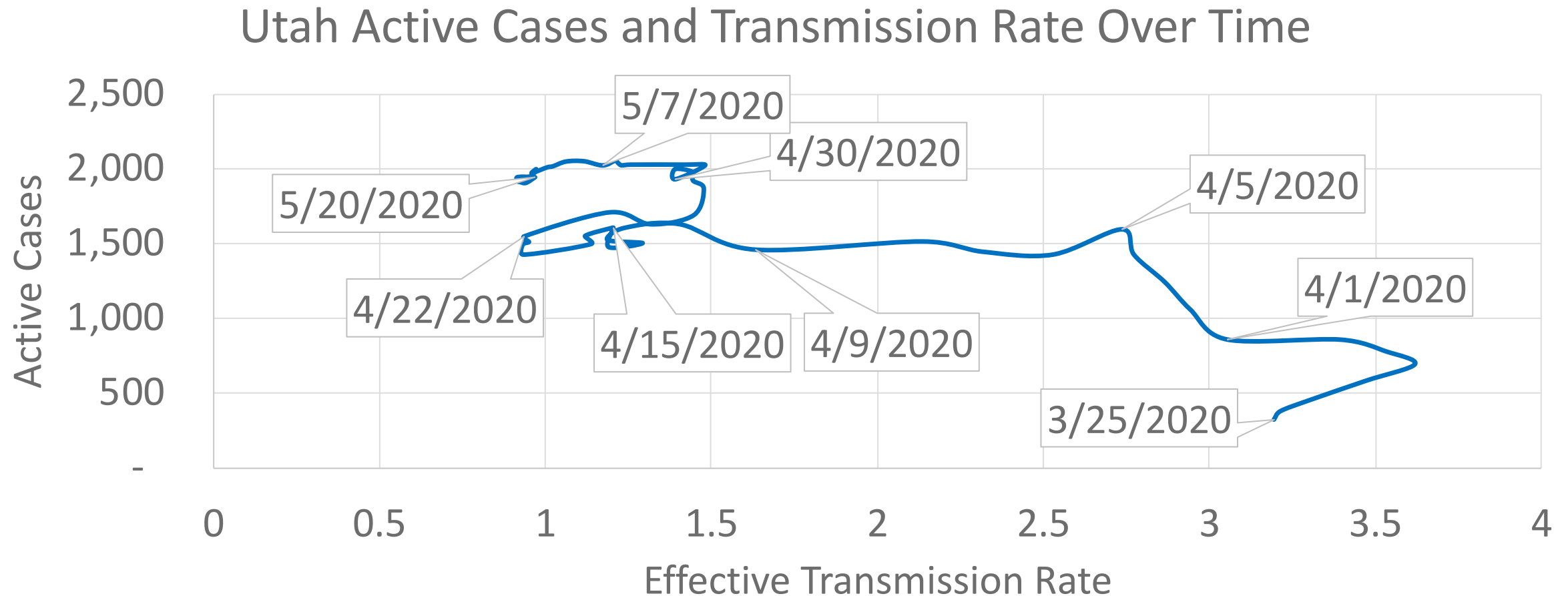
State Active Cases as of May 20, 2020



State Growth as of May 20, 2020

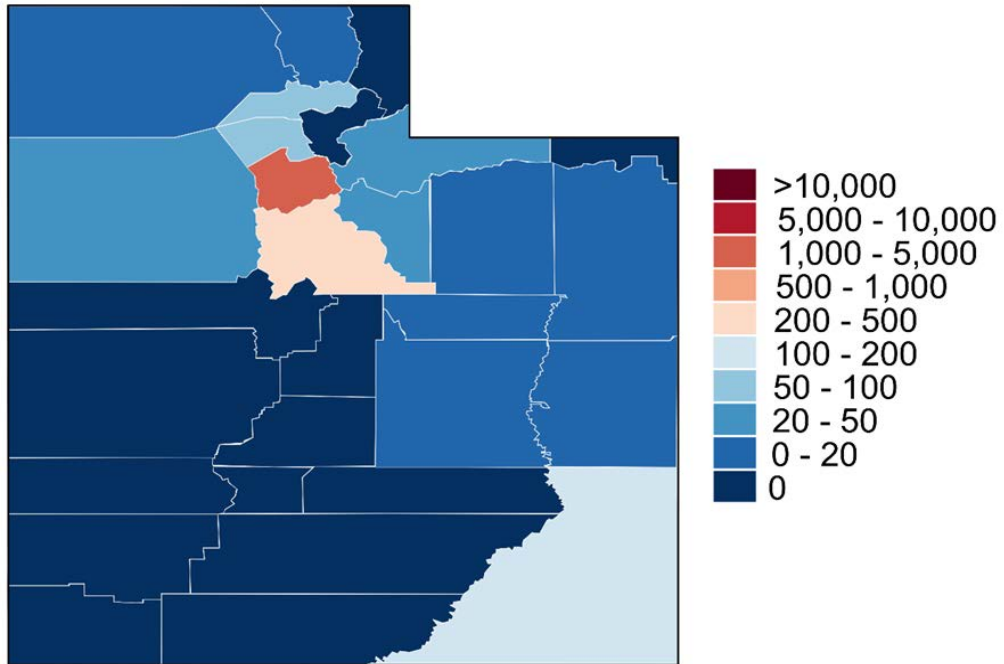


Utah's Experience with COVID-19

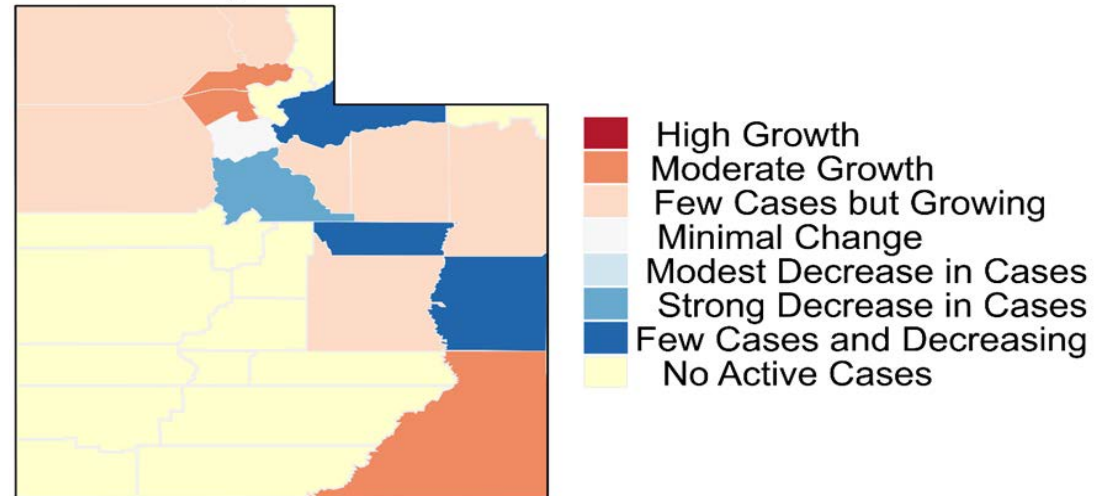


Utah Cases and Growth

Estimated Active Cases as of
May 20, 2020

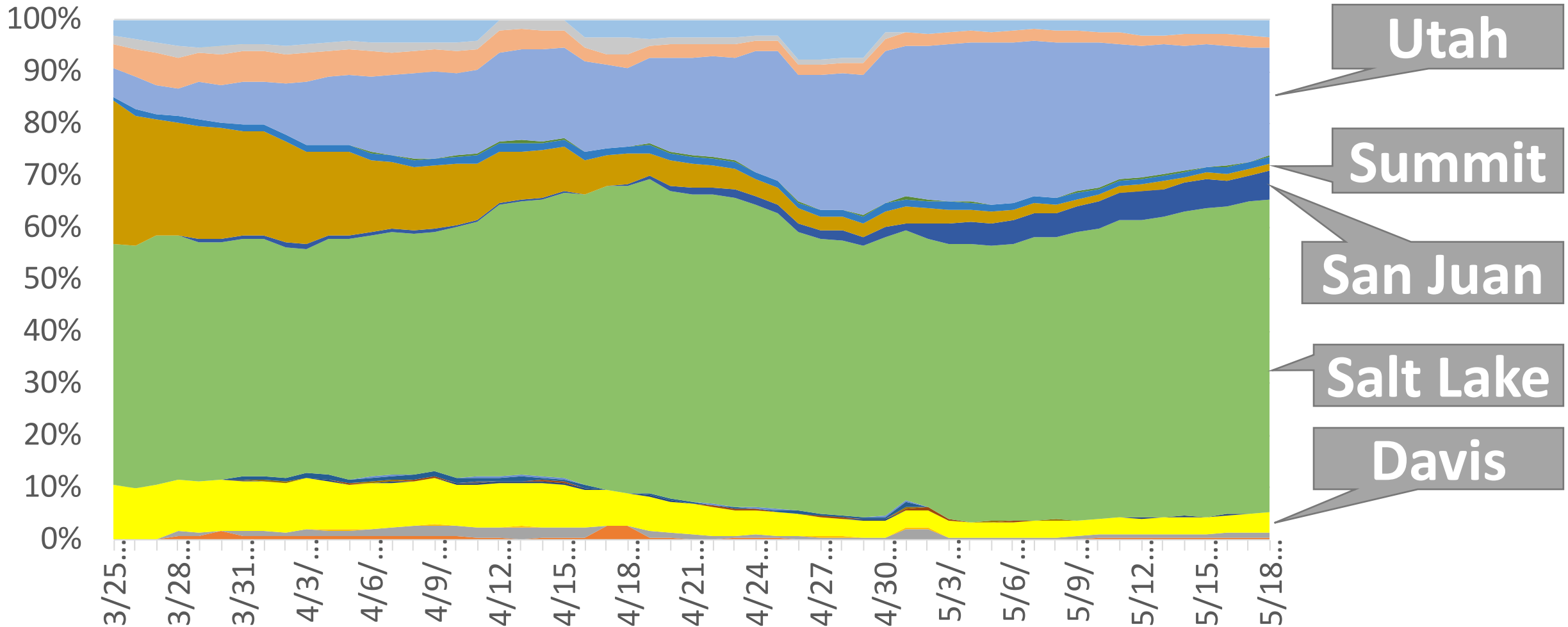


County Category as of
May 20, 2020



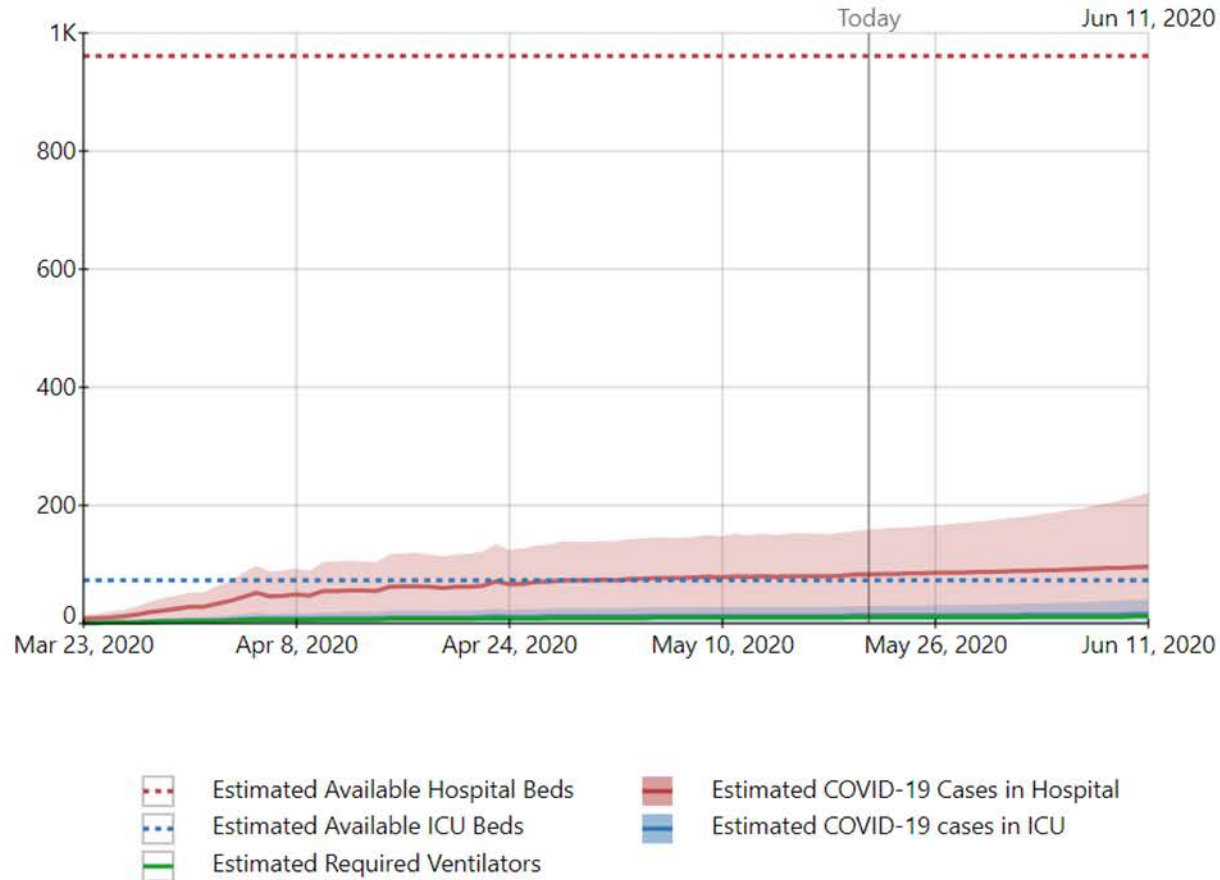
Changing Hotspots

County Share of Total Active Cases

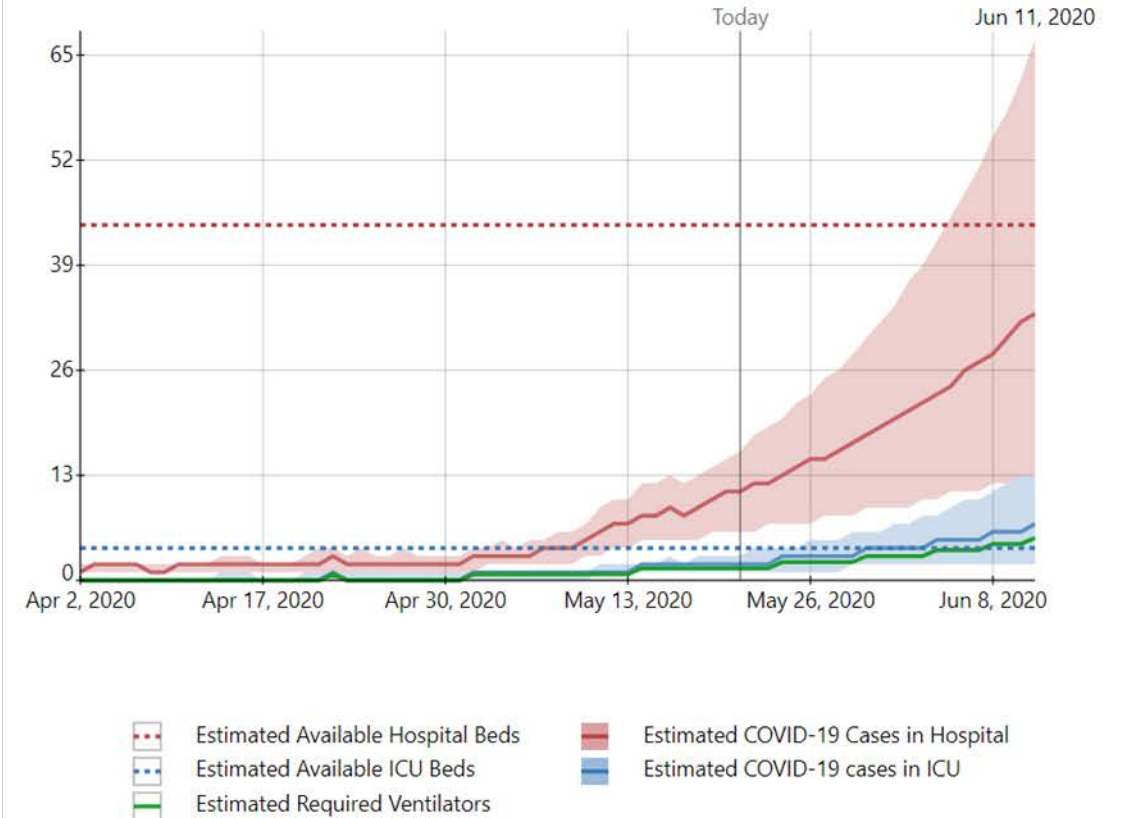


Local Projections

Salt Lake City Metro Area



San Juan County





John Poelman

Senior Director
Leavitt Partners

We Cannot Predict, But We Can Prepare

- How can business prepare to minimize disruption and preserve safety in the event of a second wave?



Assign a COVID-19 leader or committee responsible for workplace impact.



Monitor government and industry activities.



Identify essential employees, business functions, and other critical inputs and create response plans.



Educate your workforce about the threat of the pandemic and what the business is doing.



Establish and maintain open dialogue with your communities.



Natalie Kaddas

CEO,
Kaddas Enterprises



Crystal Maggelet

Chairman & CEO, FJ Management Inc.
Co-Owner, MacCall Management

Audience: Ask Questions Using Chat



Future Workshops:

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

Friday, May 29 from 11-12pm

State Government Finances: Keeping a steady ship of state

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

Leavitt Partners

Driving strategy to advance value:

- Strategic planning
- Bridging health care and public health
- Federal policy intelligence and advocacy
- Problem-solving convening

Visit LeavittPartners.com or email Bo Nemelka at Bo.Nemelka@leavittpartners.com for more information.