

Helping businesses create a game plan for what comes next.



Inc.

WEBCAST

From Calamity to Opportunity

How to emerge from the pandemic stronger than ever

Presented by  Principal®

**Thursday, June 24, 2021
1:00 p.m. EST**

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Few small business owners will forget the way the COVID-19 pandemic upended everything about the way they operate. Stay-at-home and shut-down orders forced nearly every type of business to make dramatic changes. Many shut their doors. But those who survived are entering a new era filled with opportunities to bounce back stronger than ever.

Join Principal Financial Group® and Inc. as we explore how businesses can pinpoint and seize the new opportunities. As a new period of

optimism, pent-up demand, and more change emerges, agile small and midsize businesses (SMBs) are uniquely positioned to benefit from what comes next. Join us to learn:

- Why embracing change and creative thinking helped some SMBs adapt to change
- How some SMBs used agility and creativity to thrive against all odds
- Which processes, strategies, and tactics may best serve businesses now

Emerge with the knowledge needed to help them create a game plan for what comes next. This custom panel can help businesses figure out what's best for them, employees, and customers in the weeks and months ahead.

Featuring:



Natasha Miller
Founder and Chief Experience
Officer, Entire Productions



Joleen Workman
Vice President of Customer
Care, Principal



Moderator: Chris Denson
innovation expert, host of
Innovation Crush podcast



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