

The Untold Story of COVID-19 and what government can learn from it

Kristen Cox



The Government Response Matrix (GRM)

		When to Act	
		Mitigate Before	React After
Level of Action	Policy and Messaging		
	Operations		

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GRM COVID-19 Example

		When to Act	
		Mitigate Before	React After
Level of Action	Policy and Messaging	Implement a quarantine standard people can comply with	Create incentives to increase quarantine compliance
	Operations		

GRM COVID-19 Example

		When to Act	
		Mitigate Before	React After
Level of Action	Policy and Messaging		
	Operations	Pay for broad and aggressive asymptomatic testing	Only conduct symptomatic testing

GRM Social Security Example

		When to Act	
		Mitigate Before	React After
Level of Action	Policy and Messaging	Invest in people keeping their job	Enroll people after they lose their job
	Operations		

GRM Social Security Example

		When to Act	
		Mitigate Before	React After
Level of Action	Policy and Messaging		
	Operations	Redeterminations happen in weeks vs months or years	Status quo

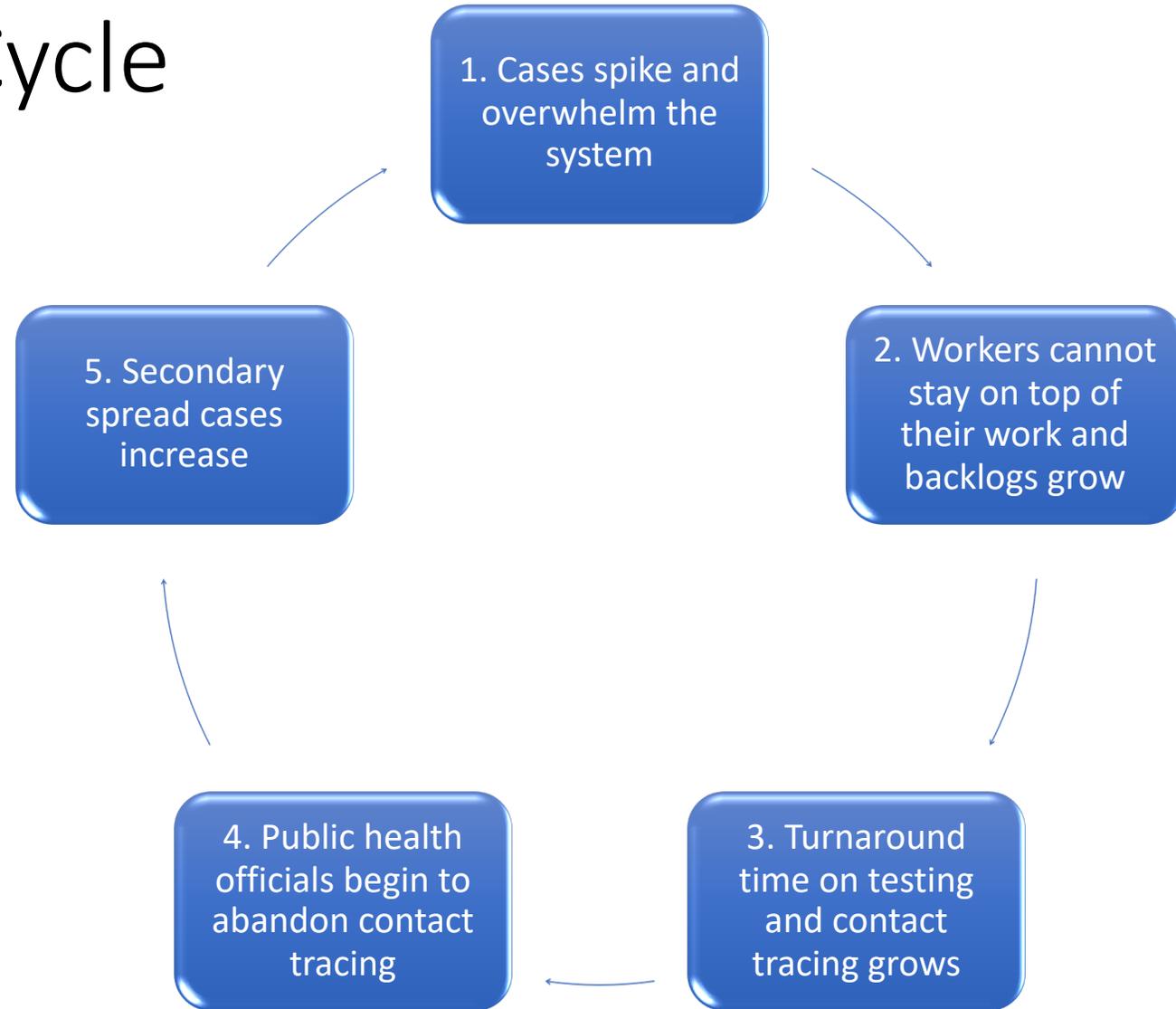
Operational Concepts

Four key concepts to help government mitigate problems and improve operations:

- Buffer Management
- Speed
- Dosage
- Lead Measures



Vicious Cycle







Dosage requires
a target which
includes time
and volume





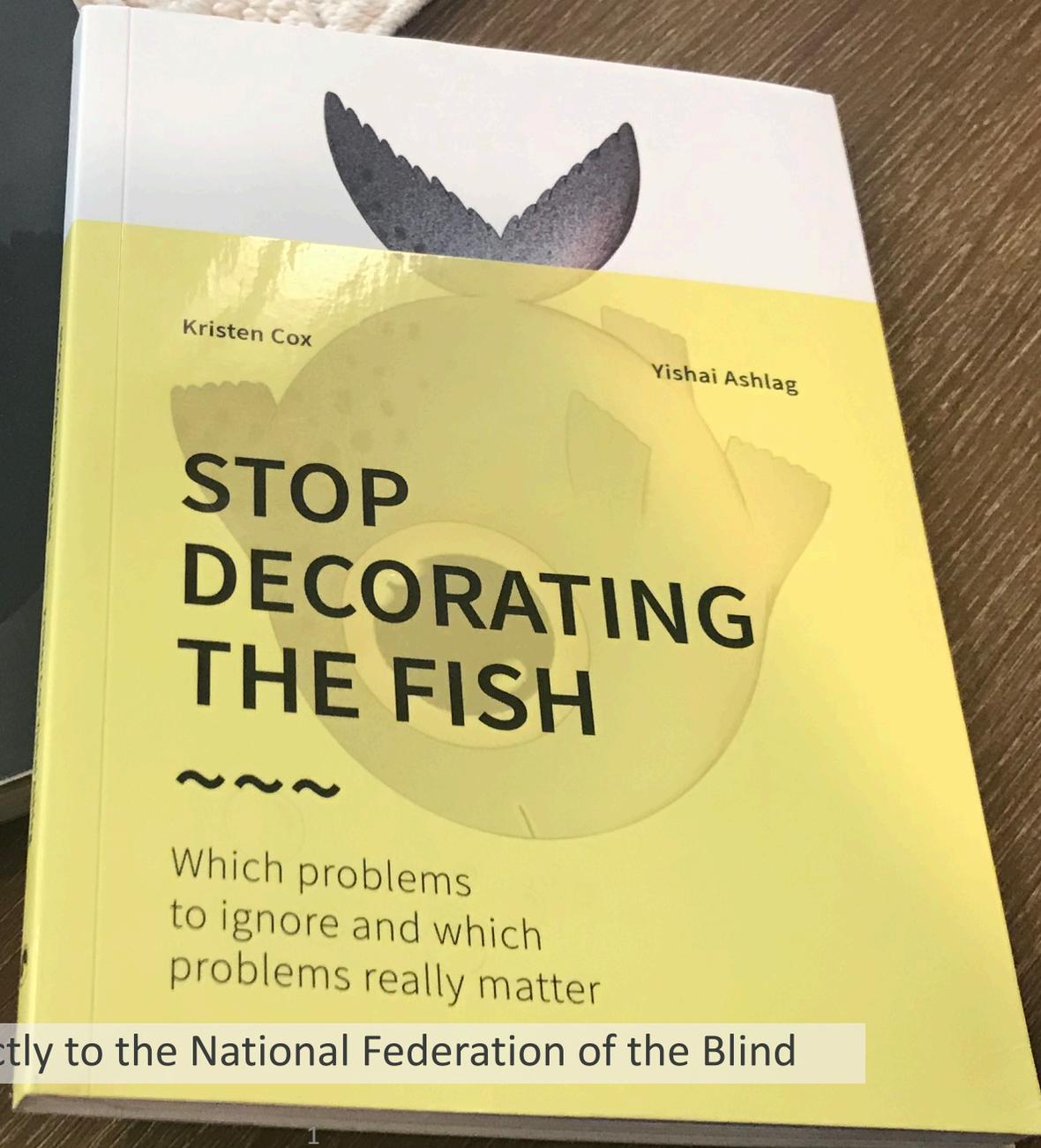
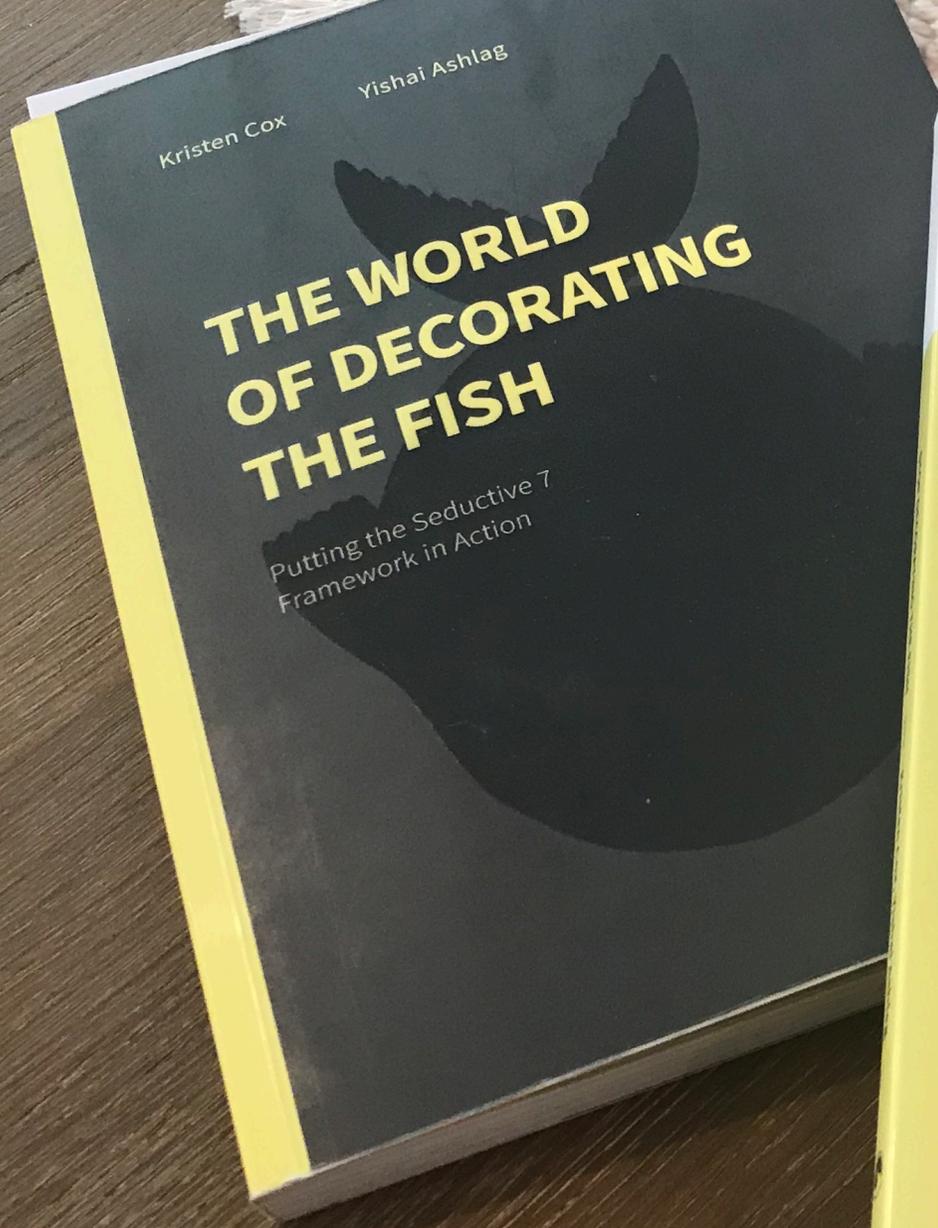
I COUNT HIM
BRAVER WHO
OVERCOMES HIS
DESIRES THAN HIM
WHO CONQUERS
HIS ENEMIES;
FOR THE HARDEST
VICTORY
IS OVER SELF.
-ARISTOTLE



Operational Concepts

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- Buffer Management
- Speed
- Dosage
- Lead Measures



All proceeds go directly to the National Federation of the Blind



StopDecoratingTheFish.com

The Seductive Seven

Stop Decorating the Fish highlights common and ineffective tactics organizations often use when responding to problems. We refer to these actions as the Seductive 7. We deliberately chose the word seductive. The things that often seduce us away from focusing on the core problem are shiny, alluring, and ubiquitous. They often promise an easy fix or immediate gratification while the real problem isn't quite as obvious. They are as follows:



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