

RESILIENT REALISM: “WATER-TECH STARTUP IN A COVID19 WORLD, LESSONS FROM THE TRENCHES”

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This summary of the Resilient Realism Webinar is authored by LINKCO. With twenty plus years of broad executive business experience, LINKCO is well situated to reach out to leaders. The webinar for this Summary took place on July 22nd, 2020 with Rick Bacon, CEO Aqua Metrology Systems Limited. AMS is a Water-Tech startup which has successfully implemented a range of remotely controlled analytical and remediation solutions to predict, control and treat regulated contaminants in drinking water, processed water and wastewater.

Based in Southern California, LINKCO is an Executive Search and Consultancy serving top Middle Market CXO and upper management clients and candidates throughout the USA.



The larger issue of an aging water infrastructure in the US (silt laden and failing dams, high levels of contaminants in drinking water, etc.) is an overwhelmingly expensive (estimate of \$3 trillion) problem to solve. But throwing around numbers, doesn't address the solutions that Water-tech companies such as AMS, can provide.

“Leadership is managing and redirecting risks”, Rick Bacon. Some of the immediate steps AMS took:

Reaching out to employees, stakeholders, clients and vendors. Becoming completely virtual;

- Sourcing, stockpiling and sending supplies to clients to ensure no breakdown of service.
- Establishing safety and risk protocols for employees including making sure that each employee and their family had sufficient PPE.
- Safety and Risk protocols for clients including clear sampling instructions when on-site visits were not absolutely necessary.
- Changing the testing protocols so most samples are sent directly by clients to AMS labs, avoiding potential risk to employees and clients.
- Reaching out to stockholders and explaining the strategy to be implemented.
- Constant and consistent updates including actionable pathways for communication intake.

The COVID19 Risk Analysis helped AMS realize that they were overly exposed in the US and they need to diversify internationally, particularly in Asia. The opportunities that Rick gained through his overall risk assessment strategy included better understanding of his employees, clients and stakeholders due to the intense communication, time was gained due to dramatically less travel. And, because of the time gain there was more time to reflect and act strategically.

Contact LINKCO to learn more about the challenges and opportunities highlighted in the White Paper. Let us help you build a more resilient workforce ready for the future.

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