



# INTO THE UNKNOWN

To get a read on what comes next in the Covid crisis, we reached out to dozens of CEOs and other experts across nearly every industry. While no one has conclusive answers, we did unearth some clues.

**BY DALE BUSS AND DAN BIGMAN**

## **THROUGH 90-PLUS DAYS OF SUDDEN**

and catastrophic economic collapse, America's CEOs have heroically focused on the most important, immediate questions forced upon them: "How can I keep my workers safe?" "What will be the impact of this on our sales and operations?" And maybe, "Will we survive?"

Now, CEOs crawling over the great Covid-19 chasm are turning to the bigger question: "What's next?"

The good news, of course, is that we will get through this. We may not know where the other side is, but we do know there will be another side. "Nothing can stop America when you get right down to it," Warren Buffett told shareholders in April. "I will bet on America the rest of my life."