

Sustaining a Business During a Crisis: Surviving the Unthinkable

Tips to Persevere

1. STAY ON TOP OF CASH POSITION
 - a. Cash and Operations-Cash Prioritization-daily, weekly
 - b. Managing cash flow in uncertain times
 - c. 3 month projections to actuals
 - d. Aging Report
 - e. Communication-AR and AP
 - f. Contingency Plan-Fed, State, Local resources?
2. Maintain Business Relationships-Communication is KEY
 - a. Customers:
 1. What have you noticed about your customer's buying behaviors?
 2. Identify contractions and expansions in buying/purchasing
 3. Conduct a needs assessment-Is your business meeting your customer's changing needs? How do you know?
 4. Is your business able to meet the change in needs? Now? In future?
 5. How do your offerings need to change?
 6. What resources do you need to meet the changing needs of your customers?
 - b. Vendors
 1. What has changed in the relationship(s)?
 2. Identify contractions and expansions in spending/contracts
 3. Are you meeting each other's needs? How do you know? How the relationship need to evolve?
 4. Are you being paid? Do you owe?
 5. Current and Future Opportunities and/or Threats PESTEL
 - c. Stakeholders
 1. What has changed in the relationship(s)?
 2. Identify contractions and expansions in spending/contracts
 3. Are you meeting each other's needs? How do you know?
 4. Current and Future Opportunities and/or Threats PESTEL
 - d. Strategic alliances/strategic relationship expansion
 1. Identify new partnerships/alliances needed or desired
 2. Why these particular partnerships/alliances?
 1. What will your business bring/give
 2. What will your business get?

3. Think and Act Strategically: Apply the Learning
 - a. Assessing opportunities and threats: PESTEL

Political:

Economic:

Sociological:

Technological:

Environmental:

Legal/ Legislative

- a. Build Measure Learn Pivot or Proceed (customer development and validation)
 - b. Thought-Idea-Engagement-Energy and Resource Action, Gather, Process, Analyze Results, Pivot or Proceed (customer development and validation)
 - c. Identify and Gain Access to Available Resources: money, people, time.....
4. Deal with Change:
 - a. **Know This:** Conflict and Tension are the **BIRTHPLACE** of Creativity and Innovation-PESTEL
 - b. Discretionary Income vs. Discretionary Time (VALUE)
 - c. Creating Abundance through New and/or Adjusted Offerings
 - d. Time Management-Manage by Your Energy Cycles and Prioritization
Relevance
 - e. Vulnerability, Creativity, & Offerings