



20 THINGS TO DO IN YOUR BUSINESS DURING A PANDEMIC

- 1 Call all of your staff, check in on their needs and talk about the business now and plans for moving forward. Check in regularly.
- 2 Create a cashflow plan - know what you've got in the bank and the timeline it provides.
- 3 Check in with clients, reassure them and talk about future bookings.
- 4 Clear your desk—reduce the clutter in your workspace for clarity of mind. Go for a walk and breathe deeply.
- 5 Investigate government lending and support programs for businesses.
- 6 Map out where you can make cuts to get to profitability now.
- 7 Develop timely and relevant marketing content.
- 8 Clean and organize your CRM and leads funnel.
- 9 Marketing planning with your suppliers - now and later.
- 10 Map your 2020 sales projections based on a 3-4 month setback. How do you still reach your goals?
- 11 Review culture values and goals of your company. Does this experience change your perspective?
- 12 What can you take online, to the cloud or do virtually? Bookkeeping, client meetings, resource library, etc
- 13 Online networking - time to build your network through LinkedIn and other platforms.
- 14 Set up virtual sales calls and meet and greets online.
- 15 Reach out to your community and see how you can support and give - money, ideas, resources and team involvement
- 16 Review your will, shareholder agreement, personal directives, location of key info - key documents we often ignore or put off.
- 17 Where can you simplify the business? What systems need to be revised, scrapped or created?
- 18 How is your industry adapting? What is the competition doing? What aren't they doing?
- 19 Catch up on admin and your 'this can wait' pile. Use time to for skill upgrading, reading and quiet thinking on the business.
- 20 Separate your identity from your business - you are NOT your company.