

Successfully Exiting The Pandemic



Top 5 Things Your Small Business **MUST DO** **NOW** To Win Big When “Normal” Returns

COVID-19. Coronavirus. Global Pandemic. Social Distancing. A new language has emerged over the past several weeks and, for pretty much everyone, this is a jarring and challenging situation. Most are scared, nervous, unsure, sad, overwhelmed and tens of millions have lost their jobs, their income, and their independence. There are things happening in our world that I am sure none of us could have fathomed. We are certainly living in unprecedented times.

However, you are a small business owner, an entrepreneur, with an additional set of challenges who has been thrust into a new sport that has no rules. In some cases, you have had to make VERY DIFFICULT decisions, like laying off your entire company, that can bring the strongest of leaders and visionaries to their knees. As a business owner, there is another level of challenge and uncertainty, beyond your own family, that you must cope and simultaneously play a game that no one, in our lifetime, has ever played before.

I constantly preach to all my clients the value and importance of a business plan, a short term and long-term strategy, and vision for their company. Well, for most small businesses, the short-term game plan needs to be tossed out. In this presentation, I will share, what I believe, are the top 5 things small business leaders must do, RIGHT NOW, to maximize success once the pandemic ends. Rest assured; this is not going to be like flipping a switch where everything goes back to normal once this is over. However, there are some things you can do over the next few weeks that can maximize your opportunities and position your company for success.



Mike Savage
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I have more than 30 years' experience in entrepreneurship, product development, business management, marketing, capital acquisition, international sourcing, volume manufacturing, and global logistics. During my career, I have successfully launched and grown several companies in the Fitness, Nutrition, & Consumer Product Industries. My previous company sold more than \$250 Million Dollars in products to the world's leading retailers & eCommerce dealers including Walmart, Target, Kohl's, Sam's Club, BJ's, Costco, TJ Maxx, QVC, & Amazon. It all started with one product, one idea, A BIG ASS DREAM and ultimately grew into a 40-employee business with \$25M in annual sales.

With over 3 decades of business experience, both successes and failures, I am battle tested from the school of hard knocks and possess the knowledge, passion, & experience to guide, educate, motivate, and inspire entrepreneurs and small business owners. During my career I have worked with and studied under the best of the best in the world of business & personal growth. Over the years I have spoken in the areas of entrepreneurship at nationally renowned universities, mentored small business owners, judged venture backed start-up challenges, participated in multiple CEO networks, and for 8+ years was a member of the Sports & Fitness Industry Association (SFIA) Board of Directors in Washington DC.