

Business Survival EPIC CHANGE



Think Different

think
different.

This is BIGGER than anything the world has ever encountered.

No escaping it – everyone will take a HIT.

Forever people will look back at March 2020 and talk about.

Covid19 is not the issue, businesses being shut down is.

*30.2 million small businesses in the U.S.A

We will all be requested to make choices, that you never contemplated before.

These choices will be VERY TOUGH.

We will all get through this!

**this statistic from the SBA Office of Advocacy, which defines a small business as a firm with fewer than 500 employees. Jan 31, 2020*

Speed the process up!! Not going back to normal times.

The **5** Stages of Grief



Denial



Anger



Bargaining



Depression



Acceptance



Actions

Get out in front of it and talk about it

Be practical – and transparent

All about outflow to people

Build relationships, show empathy, add value

You will always be remembered on how you treated people

TREAT
PEOPLE
WITH
KINDNESS

Things change F.A.S.T

Focus: Most critical resources.

Assess: Personal assessment.

Systematize: one piece at a time.

Train: Get better at your business and look for improvement in the new world.



Strategies

Use Financial Statements for brainstorming
Income

Direct Costs (labor, materials)

Gross Profit

Expenses (rent, phone, salaries, insurance, marketing, etc.)

Allot of companies & people have no reserves

Big difference between profit and cash flow



New World

Redesigning business processes: Improve with newer electronic means and cost structures lowered.

Beware of gifts from the Government! ***Everyone at the table has self interests.***

Pushing off payment will help cash flow, but not profitability.

The WORLD has changed, so the structure of the company will.

THE NICEST THING
ABOUT RAIN IS THAT IT
ALWAYS STOPS.
EVENTUALLY.

WINNIE THE POOH



Thank You.....

