

**BUSINESS
BREAKTHROUGH
WORKSHOP**



Your Plan to Power Forward in Unprecedented Times

LESSON 2

Worksheet



YOU MUST FIND CREATIVE WAYS TO SERVE AND SURVIVE

The worst thing you can do right
now is despair and give up

3 Step Action Plan

1. Acknowledge
2. **Analyse**
3. Activate

PROTECT
YOUR
MINDSET



Step 2 - Analyse

Vulnerabilities

What supply chains are likely to be affected?

Which of your clientele are likely to be impacted?

What happens if everyone is at home?

Does your marketing spend need to be reviewed?

What's your current cash position?

What are your reserves?

What are your lines of credit?

What things can you make liquid fast if you had to?

How can you reduce or offset the risk?

SERVE
+
SURVIVE

Are you renting?

I will contact my landlord on _____

I will seek 'rent relief' for _____ months.

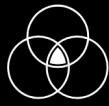
I can offer to extend my lease for _____ months.

Options for renegotiating terms with my staff:

- 1.
- 2.
- 3.
- 4.
- 5.

**Remember that you are more resourceful
and have more options than you realise.**

**BE
CREATIVE
+
PROACTIVE**



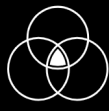
Vulnerabilities

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

How I'll address them

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**MINIMISE OR
REDUCE
FIXED COSTS**



3 ways I can redeploy key employees:

1.

2.

3.

3 ways we can serve our most important referrers:

1.

2.

3.

5 ways we can serve our existing clientele even better:

1.

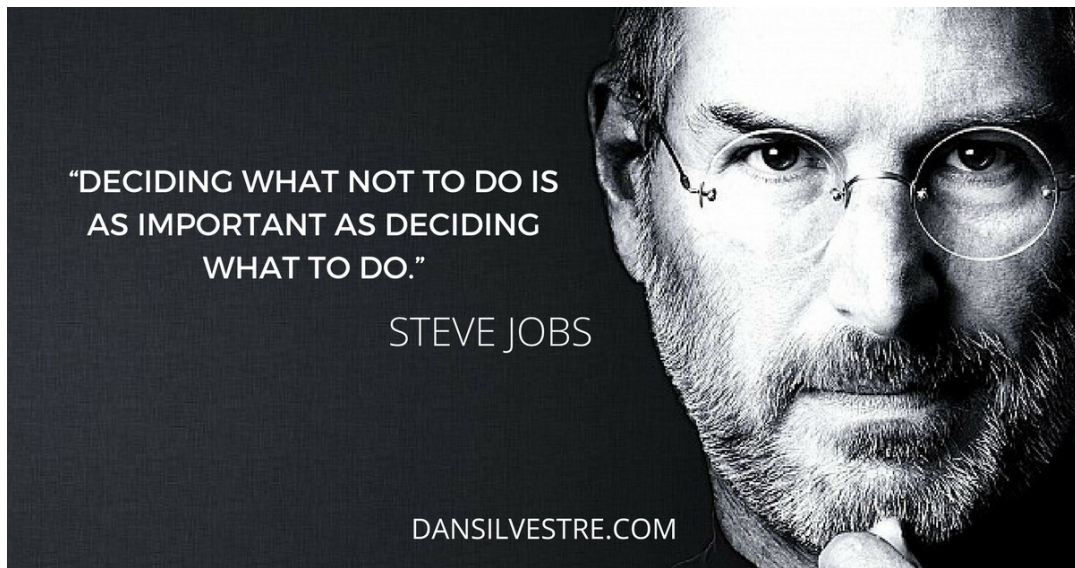
2.

3.

4.

5.

**WHAT
SHOULD I
HAVE DONE
LONG AGO?**



3 things we need to stop doing NOW:

- 1.
- 2.
- 3.

3 things we will not proceed with in the future:

- 1.
- 2.
- 3.

**DON'T
REACT**

Mitigating Risks

Tier 1 responses - minimal but advantageous - we can do:

- 1.
- 2.
- 3.

Tier 2 responses - moderate actions - we can do:

- 1.
- 2.
- 3.

Tier 3 responses - major actions - we can do:

- 1.
- 2.
- 3.

**EXTREME
MEASURES
TOO SOON
MAY CAUSE
PROBLEMS OF
THEIR OWN**



Opportunities

5 ways we can continue to serve our existing clientele:

- 1.
- 2.
- 3.
- 4.
- 5.

3 ways we can create 'connection' + 'community':

- 1.
- 2.
- 3.

How could I pursue what I've always wanted to:

- 1.
- 2.
- 3.

**WHAT DOES
THIS CRISIS
MAKE
POSSIBLE?**

Opportunities

3 ways I could focus on my own development:

- 1.
- 2.
- 3.

5 ways I could better my business:

- 1.
- 2.
- 3.
- 4.
- 5.

How could I pursue what I've always wanted to:

- 1.
- 2.
- 3.

**THINK
CREATIVELY
OUTSIDE THE
BOX**



Bonus Resources



BUSINESS BOOSTING CHECKLIST

Check where is your business vulnerable? Review your income and your costs.
☐ [Schedule when you will do this]

Can you reduce or cut back on some of your expenses? List your ideas.
☐ [Schedule when you will do this]

Ask your suppliers for longer terms, payment plans or better deals. List your ideas, their supplier and phone number.*
☐ [Schedule when you will do this]

Talk to your landlord about a reduction in rent for a short period.
☐ [Schedule when you will do this]

Review your leasing payments, is there any flexibility on the terms?
☐ [Schedule when you will contact the provider to discuss]

Review your subscriptions and cancel or suspend the ones you can live without. List your ideas, the provider and contact details.
☐ [Schedule when you will do this]

Assess your inventory; can you cut back or cancel back orders? List your ideas, the provider and contact details.
☐ [Schedule who and when will do this]

Follow-up clients who have outstanding accounts. Seek confirmation of settlement.
☐ [Schedule who and when will do this]

**NOW
GET TO
WORK!**

