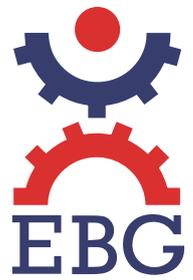


# Business Resilience and Continuity Checklist



Right now the business community finds itself in unprecedented times. The Corona Virus has been one almighty curve ball that no-one saw coming that has led to a lot of uncertainty with many businesses struggling and having to think on their feet as to how to react and what to do to keep going and survive.

When forces out of our control hit us like this we are instantly on the back foot. We're often not sure how to react and what to do for the best!

It is easy to allow fear to take control in these situations which can lead to poor, knee-jerk decisions without sufficient thought and planning.

At times like this, in order to be able to think clearly and creatively about what opportunities the situation may present for you and your business we know you need to first feel you've covered all the bases to put the business on as secure a footing as possible. With this in mind we've put together this **"Business Resilience and Continuity Checklist"** to get you thinking proactively about what you need to do to put your business in the best place to secure its future and get ready to thrive again as we learn to do business in the new "normal"!

As always at EBG we have a two pronged approach; working with business leaders to work on the business and address challenges related to the business itself, and helping them develop to be the best leader of the business they can be which you will see reflected in the checklist below. You will also see that we have broken down the business part of the checklist into the 5 core functions of business (sales, talent, finance, operations and marketing). This is what we always do with our clients in our Business Club as it serves as a good framework to look at where in the business to focus your attention and make improvements.

We acknowledge that you may have covered some of the items on the list, but we encourage you to ask yourself "what else can I do in that area?" so we have designed this to prompt thought and trigger a breadth of ideas and identify the key actions you need to take.



# Business Resilience and Continuity Checklist



## 1. Sales



### Reassure your client base

First and foremost, if you are still able to operate it is important to secure your existing revenue as much as possible. To do this you need to reassure clients and customers. If you are changing the way you operate, communicate how you will be doing so. Make sure they know the measures you are taking to ensure ongoing service delivery and what measures you are taking to limit the spread of transmission if you still need to be customer facing. They need to be reassured that you are during changing circumstances in order to give them confidence to keep using your services.

### Think through retention strategies

For example, if you have to change or alter your services or the way you deliver them, assess whether this will have any impact on the perceived value to your client. Think about whether there is something you can afford to add in that will provide additional benefit or add value and ensure retention.

### Communicate and keep in touch with your prospect pipeline

Don't assume anything in this situation, such as that people will not be interested, that they won't have the money, that they won't want to commit, or that they won't want to hear from you. If at all possible speak with your prospects to find out where they are at, use it as an opportunity to strengthen your relationship and if nothing else you might secure potential business for further down the line. If they don't want what you previously proposed then it's a chance to find out what they might need or want that would be valuable to them in the current circumstances.



# Business Resilience and Continuity Checklist



## 1. Sales



### Look for opportunities to adapt your offer

We have seen some amazingly creative out of the box thinking and quick pivots from businesses changing their offering or identifying new markets for their products or services. Take time to think creatively about the problems you solve for your clients and customers or the problems your services could solve for a new market given the current situation. Is there any opportunity for adapting your offering or your target market to open up new opportunities? Ultimately it's about supply and demand. If there is a need and you can fulfil it then you have a viable proposition.

### Reconsider your sales process

Consider how your sales process needs to change to adapt to a new approach, whether that includes moving from face to face to online, or if you need to include or change the emphasis of services you provide, or if you need to approach the communication of fees and closing the deal differently etc.



# Business Resilience and Continuity Checklist

## 2. Talent



### Communicate with and reassure your team regularly

You need your team to feel confident and be operating at their best in these challenging times in order to give your clients the best possible service. In order to get your team performing at their best and keep them engaged, it is important to be communicating your plans to reassure them and to make it clear what they need to contribute to support business resilience and give the business the best chance of surviving and thriving.

### Plan for potential staff absence

Speak to the team about this and agree plans to cover self-isolation based absence and illness so everyone knows the expectations and to build a sense of pulling together to get through.

### Furloughed staff training

Use this as a time to get them fully trained up so they can develop new skills which will help you to operate more effectively in the changing situation i.e. ensuring more team members are tech savvy.

### Support your team and bring your team together

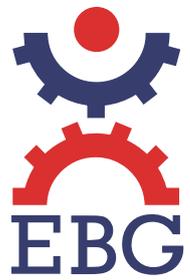
The more your team members feel supported by you and each other the better. Consider how you can build the team spirit and encourage them to communicate with each other. They are likely to do this themselves in an ad hoc way but by systemitising it using the tech systems the better you can ensure this is consistent and everyone is involved. Implementing “well being” initiatives to support physical and mental health are more important now than ever, will build company loyalty and help them to perform at their best

### Worst case scenario HR planning

Know in advance at what stages of workload you will have to reduce staff hours or put them on furlough using the Coronavirus Job Retention Scheme. Consider how you may need to re-organise who does what as your business changes, or sadly who you may make redundant should that be needed and seek expert HR advice on what that involves. In some cases you may want to consider changing your business model to a free-lance, temp or contract team in the future.



# Business Resilience and Continuity Checklist



## 3. Finance



### Stay on top of invoicing and debtors

Looking after your cash flow will be of no. one importance as part of ensuring resilience. Make sure that you are getting invoices issued promptly and any late payments are followed up immediately.

### Assess current position and forecast

– It is important to assess your current financial position and start to do some scenario planning. Understand how long you can operate for at various levels of demand, anticipate changes in revenue and think through at what point you may have to take action to make savings.

### Reduce costs

Look at your cost base and identify any discretionary spend or spend that is not going to add value in the current climate and look to reduce or eliminate it.

### Investigate loan and grant options

The government has launched various loan and grant schemes, funds and tax breaks available to different businesses seeking to support cash flow, staff sick-pay and wages for staff who are now unproductive. It is important to investigate all of these in order to be fully aware of your options for financing the business. Information on the various schemes and government support and interventions can be found [HERE](#). Also if you are considering a business interruption loan you can access a list of providers who are taking part / currently accredited for the scheme by clicking [HERE](#). Look into access to those and the associated costs and project them into your forecasting so you know what your options are to assess whether they might be worth taking up or not.

### Insurance

Check your levels of cover and whether you have any relevant claims to make if you experience loss of revenue.



# Business Resilience and Continuity Checklist



## 4. Operations



### Check in with supply chain

The most important thing right now is to ensure as much business continuity as possible. Make sure you understand the measures that any elements of your supply chain are taking to deal with the current situation in order for you to be able to assess and plan if there are any risks to yourself.

### For those still trading and unable to work from home

Make sure you take necessary precautions to protect your employees and customers. Build their confidence that you are putting their safety first. For example in many local shops they have put up a barrier and are wearing gloves.

### Remote working

Establish as much remote working capability as possible

- o If necessary look to bring in systems and programs to support this to enable the ongoing functionality of the business as long as possible.
- o Assess any equipment gaps or needs and whether they will provide sufficient value to invest in.
- o For anyone who can't work remotely consider what they could be doing from home to provide value to the business.

### Work on your operational processes

increase efficiency, move to or improve the way you use technology systems, cut out non-essential steps, organise your admin systems/processes etc.



# Business Resilience and Continuity Checklist



## 5. Marketing



### Reassure you are open for business

Now is not a time for profiteering, but that doesn't mean you shouldn't be marketing and making people aware of how your service or product can still benefit them. It is important you strike the right tone in the market place and in your marketing. Make sure people know you are still open for business and how you can help solve their problems and challenges in the current climate.

### Provide extra value

Now is a time to focus on providing value and support to both your client base and the wider community. The more value and support you can bring the more brand loyalty you will develop which will serve you in the long run.

### Keep on top of analysis of your marketing

Make sure you don't keep on investing in marketing that was working before and isn't now. Or consider trying new things based on market changes but ensure you review it's success. As a minimum know what lead sources or channels are working and which are not as this may be more changeable than normal.

### Check your permanent and planned messaging

Make sure it is now relevant and appropriate to the situation.



# Business Resilience and Continuity Checklist



## 5. Marketing



### Think about new potential markets

That may have opened up due to changes in circumstances and how might you access them.

### Market Research

Ask your customers what they are experiencing or wanting so that you can tailor your marketing efforts going forward. Keep an eye out for trends and statistics relating to your industry. See what your competitors are doing in response to the situation.

### Get Social

Use this time to communicate with your target markets, like, share, follow and build your own following.

### Marketing Planning

Now is a great time to work on your marketing plan for when things start improving so that you can “hit the ground running” when the time is right. Campaign planning where you are focussing on a specific target market with a specific service where there has been a need identified is recommended.



# Business Resilience and Continuity Checklist



## 6. *You the Leader*



In times of crisis, uncertainty and change it is so easy to get caught up in all the negative aspects of what is going on around us. This is understandable as things are changing so rapidly it's hard to keep up with it and our businesses and incomes are being affected which in turn affects our lives and families. This is scary and we can feel out of control and vulnerable.

However, as Entrepreneurs and Business Leaders we cannot forget that we are the ones who make progress in the world, we create jobs, we create positive change, we lead the way for others and will continue to be the ones who move things forward.

We are the ones who had the courage to take the risks and step up as a leader and run our own business and the resilience to survive through the challenging years (because let's face it, business is challenging anyway), the perseverance, the foresight and inspiration to go after opportunities and build our businesses to where they were before this crisis.

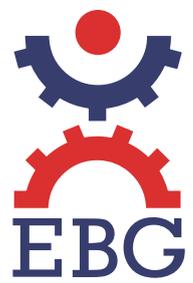
As we come out of this, which we will, we will still be the amazing leader that did that because leadership is not about a rung on a ladder, the size of your business, the balance in your bank account or how much profit you make, it's about who you are, how you achieve success and how you support the success of others.

Now is the time to dig deep and fully step up as a leader in your life, family, business, your team and community. To be poised to serve and help, to look for the opportunities in the midst of it all, to come up with solutions, plan for the best and worst case scenarios, make quick robust and hard decisions, to maintain positivity for yourself and those around you, to build the confidence of others and to remain proactive each and every day.

This all starts with you looking after you:



# Business Resilience and Continuity Checklist



## 6. *You the Leader*



### **Remember your vision for the business and your “why” for being in business**

These are your drivers so it is essential you don't forget these and keep them front of mind as they can fuel that fire in you to tackle whatever comes your way.

### **Self-care**

Now more than ever it is important to maintain any routines and behaviours that help you perform at your best. Make sure to take regular exercise, take the time to eat nutritious food and get good rest to clear the mind – you need to be in top form to lead your team, reassure your clients and make vital decisions.

### **Manage your news intake**

It is important to stay abreast of changes and keep updated, but it is also easy for it to fill your mind with worry and get caught up in collective anxiety. Make sure you are focusing on factual sources for your news intake, take the information you need but don't dwell on it as this can skew your mindset.

### **Maintain a clear mind and a positive mind**

Be attune to your internal dialogue. Be aware of what you are saying to yourself and any doubting or negative voices. These do not serve you – decisions should be made rationally and it is important to stay as positive as possible. It will be incredibly challenging at times but you have to believe you will find a way to get through this and come out stronger on the other side.



# Business Resilience and Continuity Checklist

## 6. *You the Leader*



### **Pick up the phone, have online meetings and stay connected**

Speak to other business leaders, friends, any coaches or mentors you have regularly. It is important to be voicing any concerns and working them through and coming to a conclusion and also getting an external perspective rather than letting them consume you.

### **Use any additional time or capacity wisely**

If things do become quieter in due course is a good time to work on those longer term business building activities you've been putting off to make sure you are in a strong position to hit the ground running when things start to get back to normal.

### **What has come out of this for you? What has it highlighted for you about what you need to do? And what are your priorities?**

Create your action plan to take the necessary steps, commit to implementing and structure your time to fit these actions in. Taking daily consistent effective action is the BEST way to feel positive about things right now which is key.



# Business Resilience and Continuity Checklist



## Would you like further FREE support in this challenging time?

Please sign up [HERE](#) to our mailing list to receive invites to our up-coming online events, blogs and resources, all designed to help your business survive and thrive over the coming months.

## What next?

Please go back to the Facebook 'Business Resilience & Growth Hub' to share with others what has come out of this for you, any questions you have, specific challenges it has highlighted etc.

