

WEBINAR DOWNLOAD

Partner: BBR
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TOPIC:

Rethinking Business: Forging a new path in the wake of COVID-19

9 WAYS TO HELP YOU RETHINK YOUR BUSINESS

1. Begin brainstorming from the position of what do you do best

- Although you need to pivot, you still need to do so from the position of competency. What is your wheelhouse?
- Get creative and brainstorm different ways you can deliver your service or products in new ways.

2. Identify the challenges to your business

- Develop a list of challenges your business might face.
- Strategize for different scenarios and take every possibility into account.
- Consider challenges that have happened already to those that may arise — everything from disruption of supply chains to difficulties in communication, generating customers and competition with other businesses in your market. Plan for every conceivable scenario, including the worst you can imagine.

3. Consider what your customers need now as opposed to what they needed before Coronavirus. Ask yourself:

- Based on your business, what problem do you now solve for your customer? Since the wake of COVID-19, does your customer still need this problem solved?
- What is changing in your customers' world? What does your consumer need now, opposed to what they needed before?
- Does your customer have a new problem that needs solving?
- What may your customers need more of?
- How can your business support other businesses and partnerships in ways you have never done before?

4. Ensure your services will still be relevant at later phases

- It's important to consider not only how to survive as a business during this outbreak, but also to have a strategy in place for what's going to happen afterward. Don't assume that once the threat to public health has passed, things will just go back to the way they'd been before the Coronavirus.
- Make a list of all of the ways you could possibly adapt.
- Use this time to plan for the future, ask yourself:
 - What should you be doing?
 - Right now during the stay-at-home order?
 - Right after the order is lifted?

5. Plan solutions with several scenarios in mind

- List each of your challenges and develop several solutions to each. It's impossible to accurately simulate what's exactly going to happen, so it's better to put the work into preparation and strategizing now than be caught unawares and unprepared.

6. Communicate that you are still in business

- If you are open and still doing business, communicate it to your customers and the public. Do not take it for granted they know this.
- Increased and flexible marketing is also crucial right now, because many people will wonder whether certain businesses are still operational. Make sure your target audience knows you're open and still going strong.
- Use advertising, social media or email marketing.

7. Continue marketing, networking and outreach

- If you're looking for new clients at a time when most of your competition is going through a crisis, you're showing your customers you're on top of things.
- Network with your peers, have lots of conversations, explore ideas with others.

8. Continue to seek knowledge and uncover resources

- Seems like all of our business colleagues are using this time to reach out and learn more. We are all grasping for information to alter our way of thinking and explore new options for our business in the wake of the Coronavirus.
- There is lots of information and help circulating right now, so continue to take advantage of it.

9. Use alternative solutions to maintain daily operations

- If it hasn't done so already, coronavirus will disrupt your travel arrangements, communication, staffing and perhaps even supply chains.
- If you had meetings planned pre-coronavirus, offer your customers or contacts an alternative to meeting in person, such as a FaceTime, Zoom or Google Hangouts meeting. If the main purpose of their visit was to see your premises, send pre-recorded footage.
- Implement tech upgrades to keep communication flowing.
 - Google Docs for file sharing
 - Slack for communication
 - Trello, Stormboard, for brainstorming
- If your team can work remotely from home effectively, you are ahead of the curve.