

Relentless Adaptation During COVID-19: A 5-Step Framework for SMBs



PROTECT FINANCES

CASH
EXPENSES
RECEIVABLES
WORKS IN
PROGRESS
BANK SUPPORT
GOVERNMENT
SUPPORT

NURTURE RELATIONSHIPS

FAMILY
TEAM
CLIENTS
CUSTOMERS
PARTNERS
COMMUNITY

CHASE OPPORTUNITIES

CORE BUSINESS
PERIPHERAL
BUSINESS
BRAND
INVESTMENT
TEAM TRAINING

MONITOR REALITIES

REGULATORY CHANGES
MARKET
CHANGES
STAKEHOLDER CHANGES
INTERNAL/FINANCIAL
CASHFLOW CHANGES
EXTERNAL/FINANCIAL
SUPPORT CHANGES
REVENUE & BRAND
OPPORTUNITY CHANGES



PRIORITIZE
HEALTH

