

# THE FLIP SIDE OF THIS CRISIS IS OPPORTUNITY

Disruption = Casualties and New Beginnings

A Great Deal of America's Wealth Was Created In Crisis



A.L. Williams/Primerica, Home Depot and Microsoft were started in the 70's crisis with interest rates near 20% for mortgages and gas lines were around the block.



Disney was formed during the Depression, in the 1920s, Apple was reborn under Steve Jobs during the DotCom crash of 2001.

We're In A Crisis

How Will You Navigate The Danger & Maximize The Opportunity?

## YOU MUST PRIORITIZE !

### 1. Conserve and acquire cash

1. Reduce expenses
2. Tap into programs
3. Get investors to help
4. Ask landlords for lease deferrals
5. Ask banks for loan deferrals
6. Encourage employees to save
7. Presale future services



### 2. Protect and work with key employees

You can't recover and **EMERGE STRONGER** without your team.

1. Help key talent succeed
2. Let poor performers go
3. Communicate with team and provide assistance



### 3. You are a distressed company – We all are

1. We won't know who is in trouble (swimming naked) – until the tide goes out.
2. **This pandemic will surface other flaws and problems with your business.**
3. Examine all aspects of the business
4. Leverage remote and cloud based systems
5. Lean into video conferencing



### 4. Create a BLANK SHEET business plan.

Reexamine your offering, your customers, and how you can improve both



### 5. Criticize your business plan.

1. Involve your employees
2. Involve your advisors
3. Involve your investors
4. Look for experts to add new, creative suggestions.



### 6. Create a "Re-Invention story"

Rebrand your vision, mission, strategic advantages, strategies, tactics, action plan, and accountability for outcomes.



### 7. Build traction with a series of small wins.

1. Get high impact low effort wins
2. Build early momentum
3. Get Employees involved with ideas
4. Change the tone of the work environment towards rebirth
5. Involve customers in the transformation process



### 8. Communicate with customers and influencers

1. Be a turnaround story
2. Be an inspiration for others
3. Be a role model for those who are struggling

