

PP#6: How Companies Must Survive, Adapt, And Reinvent — So They Can **PROSPER IN THE NEW NORMAL**

1. SURVIVE first

DON'T SUCCUMB TO THE CRISIS.

1. Leverage All Funding Programs
2. Cut Costs Everywhere
3. Plan For The Next Year
4. Involve Everyone Where Money Is Involved
5. Collaborate With Key Leaders



2. ADAPT your business plan

1. Lower Fixed Costs
2. Maximize Remote Work
3. Outsource Where Possible
4. Engage With Your Customers
5. Constantly Evaluate & Improve
6. Operate With A Startup Mindset



3. REINVENT your company and yourself

1. Rebuild Your Offering For The New Reality
2. Remove Offerings You're Not The Best At Delivering
3. Focus-Focus-Focus
4. Broadcast Your Message



4. PROSPER in the new economic world order

- Prosper In The New Normal
- Once you've adapted to the new reality, get aggressive to grow and expand in your refined direction.
- Begin With The End In Mind.
- Decide the type of company you want to create.
- Master the art of transferable value.
- Know & never lose track of the business fundamentals.



5. REMEMBER we are in a crisis

1. Danger and opportunity awaits.
2. Act vigilant.
3. Grow to thrive.
4. Explore new opportunities.
5. Evolve into a better business.
6. Establish a strong business in the best economy.



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