

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond



By Brad Sugars

ActionCOACH® Global

5/4/2020

TABLE OF CONTENT:

	Page
1. Big Picture Overview	2
2. Communication	9
3. Change your Business Model	15
4. Virtual is the New Normal	20
5. Cashflow Management	26
6. Marketing Must Shift	29
7. Sales with Compassion	37
8. Customer Service for Repeat Business	39
9. Get the Most from Your People	41
10. Build a Strong Mindset	44
11. Plan for 90 Days	47
12. What's Next	49
13. About Brad Sugars	51
14. About ActionCOACH	53

To learn about all these concepts and much more, consider working with an ActionCOACH.
Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

The Big Picture

The world has changed. Business has changed. Overnight, the normal ways of doing business have forever been altered. Every business industry has been impacted by the COVID 19 Pandemic and we are facing an unprecedented economic crisis worldwide. Business has been impacted in ways that we could never have predicted. It is our goal, that with the information in this E-Book and in the companion 10-Day Video Series we have created, you will learn tips and tactics, strategies and gain the knowledge to help your business survive and ultimately thrive.



Brad Sugars, CEO and Founder of ActionCOACH® leads you through a process of discovery and shares his more than 30 years of business experience with you in this volume. As the leader of ActionCOACH the world's leader in business coaching, he has educated more than 1,000 coaches globally who work with thousands of businesses every week teaching fundamental processes, systems and practices to improve bottom line results. Today, Sugars is pivoting his teaching and sharing his experience about what he has learned after successfully navigating four economic downturns in his own businesses.

An accountant by trade, Brad Sugars is a true entrepreneur. He currently runs nine different companies and is a best-selling business author with 17 titles to his name. He will share how he has learned to pivot and adjust business practices to meet the market needs and changing conditions during economic downturns. The practical and actionable information in this volume and his video series are designed to help your business succeed even in the most challenging of times.

Brad's recent best-seller *Pulling Profits out of a Hat* is available on shop.actioncoach.com and amazon.com

Sugars will outline the steps businesses should take during an economic crisis to not only survive, but to come out of the crisis a stronger and more robust entity. Following the steps and recommendations in this E-book will provide you a solid foundation to ensure that your current and future business remains vital and succeeds.

It is unrealistic to believe that every business will survive intact after this global pandemic. It is also unrealistic to believe that things will go back to "normal" as lockdowns and stay-at-home restrictions are lifted. If businesses are not proactive, addressing specific areas of their operations with new approaches and with a new mindset, it is likely that their business will be added to the list of casualties of the COVID 19 Pandemic.

"You never know when a moment and a few sincere words can have an impact on a life." – Zig Ziglar

Sugars reviews the overall big picture and fills in the details of the following steps;

1. *Creating a Plan*
2. *Surviving Through the Present, so You Can THRIVE in the Coming Future*
3. *Understanding the Economic Cycles*
4. *The Philosophy of 'Learn Before You Earn'*
5. *The Entrepreneurial Ladder*
6. *ActionCOACH Methodology to Building a Business*
7. *Changing, Creating, Narrating and Messaging a Positive Communication Plan to Your Team and Customers*

Survive and Thrive:

10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond



Each lesson which follows is filled with strategies and actions you can implement immediately to make a massive shift in your business' trajectory.

PLAN DON'T PANIC

Brad Sugars stresses that planning not panicking will best serve you during this current crisis and what you learn today will help you with future situations and economic condition changes. Sugars also focuses on a methodical plan to help your business emerge stronger. The goals are simple a) SURVIVE and then b) THRIVE. To get there, Sugars will share what he is doing in his own businesses to get through the crisis in a more powerful position than when this all started. Change is constant and inevitable; it is

important to come to terms with the fact that unless you adapt and adopt new ideas and processes to emerge stronger and smarter, your business' future may be in jeopardy.

Look at the segments of industry that are thriving and consider pivoting your products and services toward those industries that are in a thrive mode. What are the products and services in high demand? How can you adjust to ensure your business can take advantage of the 'new normal'? Consider reinforcing supply lines, changing inventory levels, investigating new ways to deliver products and services to customers, and finally planning for the future demands with new staffing levels and new processes necessary to thrive. Bottom-line, get moving. Get planning and don't panic.



"Spring passes and one remembers one's innocence. Summer passes and one remembers one's exuberance. Autumn passes and one remembers one's reverence. Winter passes and one remembers one's perseverance."

— Yoko Ono

ECONOMIC CYCLES

To begin to prepare your plan, you must understand the principals of the traditional Economic Cycles and the important activities for a business to take in each of these distinct economic seasons.



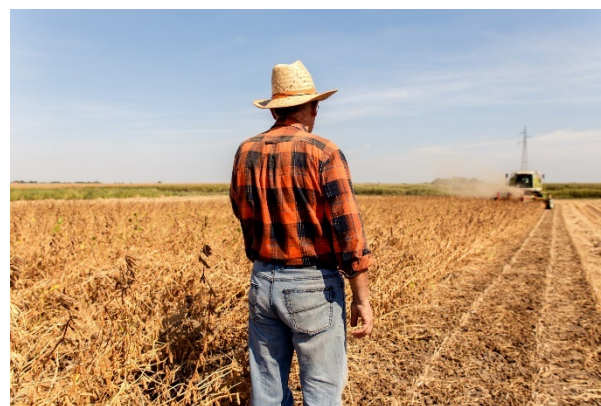
First let's define economic cycles and walk through changes and adaptations necessary to flourish regardless of what season you are in. These cycles are consistent and historically, like the seasons in nature, change the way businesses must shift activities and behaviors to remain viable. Let's consider how the economic seasons affect a traditional farm to draw a comparison.

Using the farm example, during the 'summer' farmers take advantage of the growth and they reap the benefits of this growth. Prior to Fall, they prepare to harvest profits and stock up on supplies and increase their cash on hand due to the sale of their crops. This harvesting and stock piling of resources and cash, prepare them to face Economic Fall and Winter which cyclically follow any economic period of unfettered growth.

In an Economic Summer, businesses experience great growth and prosperity. Before the worldwide COVID 19 crisis began, businesses were in a booming economic Summertime. Record profits, unrestricted growth, stock market record highs, low unemployment and raising incomes were all characteristics of an Economic Summer.

Historically, every economic period of growth is followed by an Economic Fall. In the Fall, farmers prepare for winter. Fields are cleared. Irrigation is reduced. Farm hands are laid off. Farmers cut back and economize; they sell off livestock and ensure their stores are filled to help them survive the bitter winter ahead.

In an Economic Fall there are declines in stock market gains and increasing unemployment numbers. Growth slows or stops. While signs of an Economic Fall can happen slowly over time, but it is clear that the current crisis has placed the world into a sharp free fall. There is no debating whether this crisis will have sweeping economic ripples worldwide as have been debated by economist in recent recessions. In 2008, experts and business-



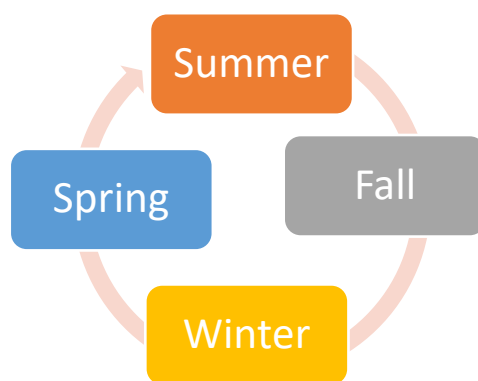
people pondered and discussed the impact, the economic slowdown would mean. Some industries were hit harder than others and areas of the country and world experienced a varying degree of the Economic Fall. Today, this Fall has been sudden and felt in all industries, worldwide. Today, every business needs to save money, reduce expenses and consider new ways of working to make it through the Economic Winter which will and has already begun to materialized.



All the plans and projections of economic prosperity and growth for 2020 have been swept away as the pandemic moves across the world and has literally shut the world's economies down. This Economic Fall has been rapid and steep. Unlike the most recent Economic Fall in 2008, that lingered for several years and led to a prolonged Economic Winter is likely to be shorter in duration but with more lasting changes to business as usual.

At the farm, preparing for a prolonged Winter is critical. This is a time to plan and hunker down to survive the brutal conditions. Often machinery is updated or fixed, plans for crop planting are made, so that the farm can be ready to act when Spring sprouts through the snow. Livestock are housed and stockpiles are slowly depleted as the winter lingers. Hopefully, the seasonal prosperity of Summer and early Fall has prepared the Farmer for what lies ahead.

In an Economic Winter, survival mode may be the main focus, consider that a Winter will serve up some massive opportunities. Since stock values are lowered and some have cash saved, in an Economic Winter you may see company takeovers and opportunities for investments. Keep your eyes open for these opportunities because it could lead you into a new business altogether as economic signs of spring begin to show an upturn.



To learn about all these concepts and much more, consider working with an ActionCOACH. Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

The Economic Spring will happen, and you can prepare to capitalize on it in Winter to get a leg up. Life will return to normal and we will get back to a pre-crisis existence.



Winter will give way to Spring where big opportunities materialize. Are their competitors you can buy out? Are you planning to serve the new customers that become available as businesses fail around you? How will you pivot and adjust?

If you get stuck in panic mode and in a “the sky is falling” philosophy, you will not be in a position to reap the opportunities that will naturally emerge as we cycle through this severe economic season.

But if you continue to learn and add to your skills and knowledge you will survive and be better prepared to thrive.

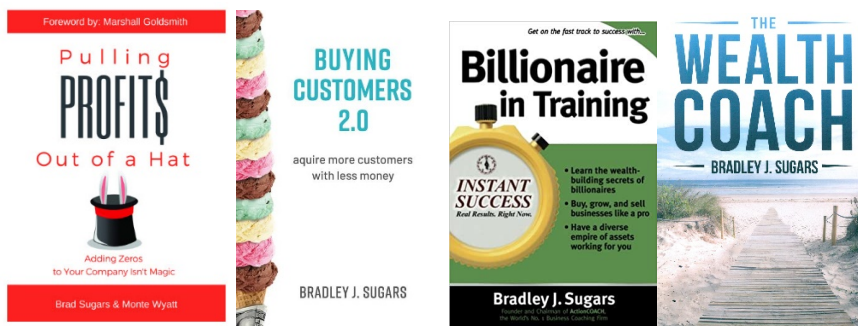
LEARN BEFORE YOU EARN

Business is not going to get easier. Business is going to get more complex and you are going to have to become a better business person.

“Don’t wish business was better, wish you were better” – Jim Rohn

The most effective businesspeople are those who soak up information and reinforce their skills by constantly learning and adding to their knowledge bucket. Read, learn and keep growing. Even if you have had to shut down in operations ask yourself what are you doing to prepare for tomorrow? What do you need to know about market conditions, safety measures, cleaning processes and government assistance programs to position your business to recover? To be truly successful, as a business leader you must constantly be ahead of your competition and only through methodical learning can you keep the wolves at bay.

Additional resources to enhance your learning are available at shop.actioncoach.com. Below are a few titles from Brad Sugars.



To learn about all these concepts and much more, consider working with an ActionCOACH. Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area

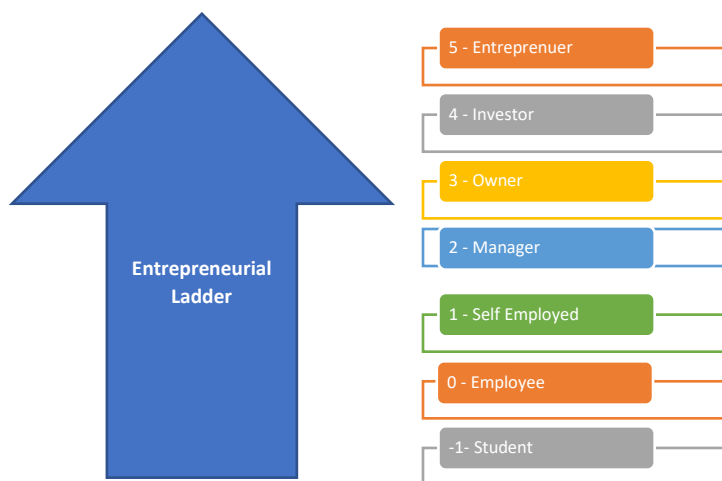
THE ENTREPRENEURIAL LADDER

In order to further prepare, identify where you are on the Entrepreneurial Ladder. To ascend the ladder, use the experience of the rung below to propel you upward.

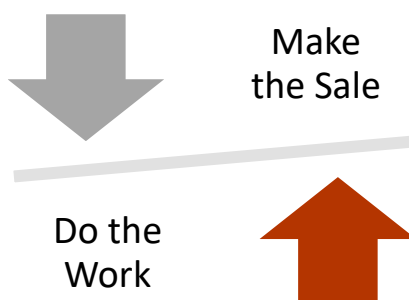
We all start as a student at **Level -1 (negative one)**. We are learning in school and with early experience we are preparing to become an employee. We are in essence, learning what we need to know to get the job. We are “apprentice employees” at the student level soaking up information to make us a valuable corporate asset.

As Employees at **Level 0**, we can use career experience to move up the ladder to ultimately own a business and be self-employed. Sometimes in the employee level, find we excel in a particular part of business and we decide to venture out on our own.

At this Self-Employed **Level 1**, we buy ourselves a job. The issue is that most business owners have a very narrow employee business experience. They have only worked in one industry and have learned one or two business principles. The more varied employee experiences we have, the more we carry up the ladder with us. But once you have moved to **Level 1** (self-employed), you have to be knowledgeable in areas you may have not experience in.



When you get to **Level 1** as a business owner, you have to know a little about a lot of things. You have to know sales, marketing, finance, accounting and human resources because you are the main driver of the business. You have to wear many hats and ride the “Make a Sale. Do the Work” seesaw as a sole proprietor for the most part. Your challenge at this level, is keeping your current customers and maximizing their potential. It’s not about living the dream yet. You are likely toiling long hours and leaving little time to reap the real benefits that business ownership should afford you.



As you move up the ladder, you grow your business and become a Manager and live on **Level 2** for a while. As you add employees and staff, you add new responsibilities and are starting to build a team which at some point will be able to run the business for you. Now you are on the business *Merry-Go-Round* putting out fires that your employees create. Now you have to tap into skills in human resource management and really exercise your leadership skills to galvanize and muster the team around a central vision and mission. Keep in mind that managers need to make more human capital decisions during an economic crisis and they will in times of growth and prosperity.



Brad Sugars' book *Billionaire in Training* is a great resource to check out. Visit [the ActionCOACH store at shop.actioncoach.com](https://shop.actioncoach.com) to order your copy today.

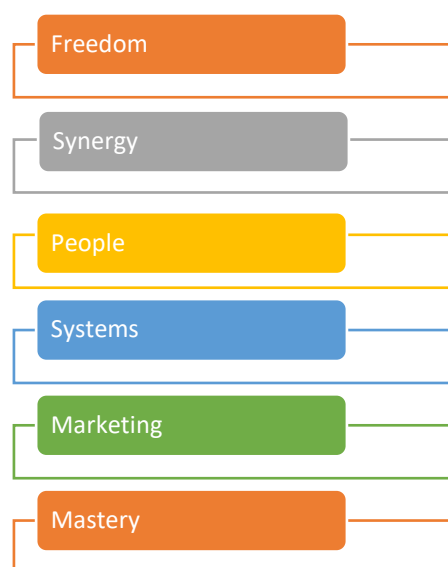
Successful business owners run “**a commercial, profitable enterprise that works without you**” as defined by Brad Sugars. At this stage you have now reached the Owner **Level 3**. As an owner you don't make all the decisions and you don't focus your time on day-to-day operations. You have to work through a team to ensure direction is followed, and goals are reached. At this level you have created a business that operates smoothly when you aren't there. If you have to be on site everyday handling day-to-day operations, you have a 'job' not a business. Owners have experts in place to run the business and as such, owners are faced with dramatically different decisions at a time of economic uncertainty. Owners' responsibilities have to ramp up to ensure their directions are followed. Owners need to lead.

Moving from Owner to the Investor **Level 4** means you have grown your wealth to a point where you are using your own funds to buy business opportunities. When you graduate to true Entrepreneur **Level 5**, you are then buying business opportunities with other people's money. At these top levels of the ladder you are going to have to make different decisions in a crisis. Over the course of this e-book, you will be building your knowledge to assist you to not only be successful at the level at which you currently are, but to help you move up the ladder as your business journey evolves.

ActionCOACH'S METHODOLOGY FOR BUSINESS BUILDING

Over the course of more than 25 years, Sugars' ActionCOACH organization has developed a methodology to build businesses. This systematic approach has allowed ActionCOACH to be recognized as the most successful business coaching organization in the world. During the remainder of this e-book you will see references to this methodology which include 6 areas of focus; **Mastery, Marketing, Systems, People, Synergy and Freedom**.

This methodology, which ActionCOACH has proven effective. It has been developed over more than two decades working with hundreds of thousands of businesses to build success. This is the recipe ActionCOACH uses to help businesses in all



industries learn how to grow profits, create better systems, recruit and develop more effective teams, and ultimately provide business owners more freedom to enjoy more time to live the life they have only dreamed of...

Plugging into each of these important strategies for business building you can develop a comprehensive plan to stem the negative effects of the pandemic and economic crisis. Each of these major building blocks comes with specific activities and a formula to improve results.



**REAL PEOPLE.
REAL RESULTS.**

ActionCOACH uses this methodology along with the definition of a successful business:

Mastery - is about getting the basics right, setting up foundational building blocks to create a business

A Commercial...

Marketing – drives customers to you and is the cashflow generator

Profitable...

Systems - these are the processes in place that run the business

People - this is your team that uses the processes to run the business

Enterprise...

Synergy - this is how you use all of these building blocks to grow exponentially

Freedom - this is when the business reaches a salable stage

That works without you...

To learn about all these concepts and much more, consider working with an ActionCOACH.
Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

STRATEGY 1:

COMMUNICATION IS KEY

During a crisis, communication is key. You must increase your communication cadence and improve your messaging to improve results. Brad Sugars says, “True communication is the response you get”. To get better results you have to have better communication.

You must focus on the tone and content of your communication and extend the circle of who you communicate with regularly. As an effective business leader, you need to step up now and improve communication with the following constituencies.

“When it comes to crisis communications, if you always focus on building a relationship with your customers, fans and followers, you will always find yourself communicating in the right direction.” – Melissa Agnes



- Your Team
- Your Customers
- Your Networks
- Your Suppliers and Stakeholders
- Your Community

You must start with your team. Your employees and staff need to hear from you at least daily. You need to keep your team informed and they must feel safe and taken care of...They will look to you for direction, guidance and security. They will fill the any gaps with fear and gossip.

You must increase your communication with your suppliers, your landlord, your community, your family and your customers. The lack of information and communication leads to negative feelings and thoughts which fuel negative attitudes and reactions.

To ensure that your communication is most effective keep the following in mind...

- 1) **Be Sensitive** – careful and thoughtful communication is critical; now is the time to be empathic and careful with your messaging so you don’t come off sounding insensitive and out of touch.
- 2) **Demonstrate Leadership** - model the behavior you want others to follow.
- 3) **Be Positive** – be passionate and upbeat, there is enough bad news, don’t add to it.
- 4) **Use Technology**- use multiple mediums and channels to spread the word, don’t rely on one method to get messaging to all stakeholders consistently.
- 5) **Be Focused**- keep people focused on your vision and your mission, keep them on task and on course. The lack of consistent communication will cause them to lose sight of the results you want to achieve.

Survive and Thrive:

10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

If you aren't comfortable presenting or speaking to a group, it's time to powerup your skills. You don't have to be slick or overly formal or perfectly polished. Focus on being authentic. It's vital during a crisis, that as a leader you reinforcing safety and security are always top of mind. Use the ActionCOACH Crisis Communication Tip Sheet to make sure your communication process is solid.



To learn about all these concepts and much more, consider working with an ActionCOACH.
Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area



Crisis Communication Tip Sheet

Once you recognize a crisis is forming, get ready for action and establish a communication plan. This checklist is designed to help you create and execute a communication plan for both internal and external audiences.

1. Assemble A Crisis Team

- Select a Team of Stakeholders from throughout your organization
- Gather all relevant information both internally and externally
- Make sure your chain of command and communication is clear

2. Monitor Media & Information Flow

- Set Up Google Alerts or use a media monitoring service for updates
- Check Social media platforms and accounts for news or commentary
- Set up keyword searches for specific crisis information
- Assess source credibility and double check facts before preparing statements

3. Select a Spokesperson

- Choose a trained and well-prepared spokesperson for your organization who will be the main contact and single voice
- Ensure prepared statements are reviewed by legal team and relevant stakeholders
- Decide how statements and information will be delivered and on what channels and how often updates will be provided

4. Develop Your Messaging

- Be open, honest and transparent with the facts
- Focus on communicating fact-based and most relevant information
- Be empathetic, engaging and educational

5. Communicate with all Stakeholders

- Ensure your staff and employees are well informed and aware of your communication plan
- Communicate with your suppliers, customer and clients
- Address media outlets as needed

6. Prepare Deliverables (as applicable)

- Prepare press releases, social media posts and/or press conferences
- Select delivery channels and develop content for each as needed (i.e., PDF, Blog, Posts, etc.)
- Ensure communications have contact information included for follow-ups

7. Continue to Reassess and Monitor

- Look closely at social media conversations
- Check for spikes in coverage
- Respond when and where applicable
- Establish a regular communication cycle to keep stakeholder informed

CONTACT INFORMATION

This simple checklist for your consideration during times of challenges, specifically for the Covid19 Pandemic which is affecting global operations in 2020. The document is not all-inclusive with many areas of business not addressed. Additional discussions should occur with all areas of a business including human resources and legal regarding the actual situation occurring in your business and with your team.

ActionCOACH - Copyright March 2020 - 5781 S. Fort Apache Road, LV, NV 89148 1.888.483.2828

Get comfortable with technology. Whether it is Zoom, GoToWebinar, Facebook Live or other telecommunication platforms, now is the time to be visible and active. Another tool available is the ActionCOACH Digital meeting checklist.



Virtual Meeting Tips

- ☐ Research and select best technology and online meeting tool- ZOOM is a preferred provider for ActionCOACH
- ☐ Make Virtual meetings more routine for your team, clients, customers
- ☐ Establish a "Virtual Water cooler" where casual conversation can happen & encourages Collaboration (ie. SLACK or Microsoft Teams)
- ☐ Create daily check-ins online so your group becomes comfortable with the format
- ☐ Have clear agendas - send it ahead of the meeting so participants can prepare - meet with a purpose
- ☐ Highlight and be clear about the key talking points and takeaways you want each participant to have at the end of the meeting
- ☐ Allow adequate time for discussion and participation
- ☐ Share materials in advance
- ☐ Establish clear "rules of engagement"
- ☐ Provide online Etiquette refresher for all participants
- ☐ Make sure everyone has time to participate
- ☐ Ensure your environment, slides, audio and lighting are clear and free from distractions so participants can focus
- ☐ Be a good facilitator to ensure meeting goals are achieved

"The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger - but recognize the opportunity." — John F. Kennedy

Remember...

- *Panic and Worry Never Helps*
- *Look for Small Wins*
- *Sometimes Less News is Better*
- *Lead Your People by Example*

Staying in the Game

Physical and mental health need to be maintained during a time of crisis and it is very important that you keep yourself at peak performance. Exercise, eating healthy and drinking plenty of water to stay hydrated are the basics but important ways to stay in the game.

Keeping mentally strong is a challenge during any crisis, but when isolation is part of the working conditions, it may be hard to fend off depression and a sense of fear. To remain focused, and keep going, don't get sucked into the negative vortex - find ways to unplug and participate in positive behavior to keep you in the right mental space. Meditation, reading, painting, or playing an instrument can give you an outlet for the stress you will feel.

Don't forget to check on your team and be mindful of how people are coping. Human connection in a virtual world is important. Remember to call friends, family and check in. Make sure you keep humanity, compassion and kindness alive during this crisis. There is no better medicine than a smile or a kind gesture to make someone's day. Now is the best time to spread hope, not fear.



To learn about all these concepts and much more, consider working with an ActionCOACH. Visit [actioncoach.com](https://www.actioncoach.com) and click on the Get a COACH window. We will match you with a coach in your area

STRATEGY 2:

CHANGING YOUR BUSINESS MODEL

Change is being forced upon you and your business. Change isn't accepted naturally and, in this crisis, change is coming at us fast. You must shift and move to a new normal. If not, your business maybe destined to disappear. Businesses that pivot and change quickly and alter their products or services will not only survive, they will live to thrive as the crisis fades.

Change doesn't have to be permanent, but it does have to happen when the market, customers and the environment has changed.

Examples of great pivots during the COVID Crisis:

- Liquor Manufacturers making hand sanitizer
- Cycling Studios with Spin Classes renting bikes to members and doing classes virtually
- Food Trucks selling family style meals and staples

FORMULA FOR CHANGE

For many years Brad Sugars has used a formula for change to illustrate to business owners how implementing change can be a positive way to grow their sales, improve processes and lead them to overall success.

$$(D \times V) = F > R$$

D = Dissatisfaction

V = Vision

F = First Steps

R = Resistance

Here is how the formula for change works... If you are satisfied with life you don't make changes. If you don't have a strong vision for where you want to be, you don't change. If you don't know how to begin or know the first steps to get started, you don't make changes. Finally, if the forces resisting the change are strong, you don't make changes either.

Example: If you believe your overweight, and you know the healthy weight you want to be a; you know that you have to exercise and eat healthier foods will lead to weight loss; and the only thing holding your back is your will power because your family are supportive; then change happens when the dissatisfaction multiplied by your vision along with the first steps are all greater than your own resistance, change occurs.

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

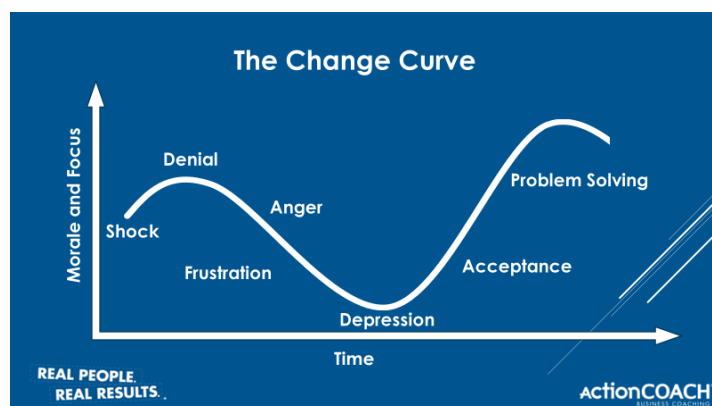
For a business in a crisis the dissatisfaction of being closed, restricted or limited is heavy. If you can create a strong vision to at least survive through this time and if your first steps are to set new goals and create action plans to survive, you will find resistance is overwhelmed by your desire to remain viable and vibrant.

The level of pressure to change is high in a crisis. The time has never been better to galvanize your resources and use this as an opportunity to launch you and your business into a new direction.

(DISSATISFACTION *(multiplied by)* x VISION) + First Steps *(greater than)* > Resistance

In moments of crisis, change is often thrust upon you. That doesn't mean we must accept inevitable defeat. If you are overwhelmed and find yourself slow or unable to make the necessary changes required to remain viable, the inevitable doom will happen.

During a crisis, when the world has changed, resistance is futile. Where is your company on the *Change Curve*? Are you stuck in denial and despair or have you transitioned to acceptance and are on the upward slope to problem solving?



OVERCOMING THE FEAR

But what stops you from getting started? FEAR. Fear holds you back from making real actionable change. Fear can be defined as...

F - False
E - Expectations or Evidence
A - Appearing
R - Real

Fear can be bigger than the alternative. Making decisions in the face of fear can be exciting if you can overcome the tentativeness. *Courage is being able to take action despite of fear.* Get out of your comfort zone. You are getting pushed to a new level and into action that will be less comfortable or the familiar. You are going to have to change to adapt. Don't just step outside the place you usually operate in. In a crisis you have to expand your comfort zone to ensure your business remains on course.

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond



Consider yourself as a boat versus being a train. Boats adjust to the changing waves and currents. Trains can't adjust their direction and are just derailed if change is on the track. Boats adjust sails, tack and alter their course to navigate the shifts in winds and weather conditions. Trains have one track and one speed, slowing them down takes time and usually if obstacles emerge quickly, disaster is the inevitable end. You have to chart a path for success and ensure that your business is ready to RUN when this crisis subsides. **Where is your business on the timeline? Where do you want to be?**

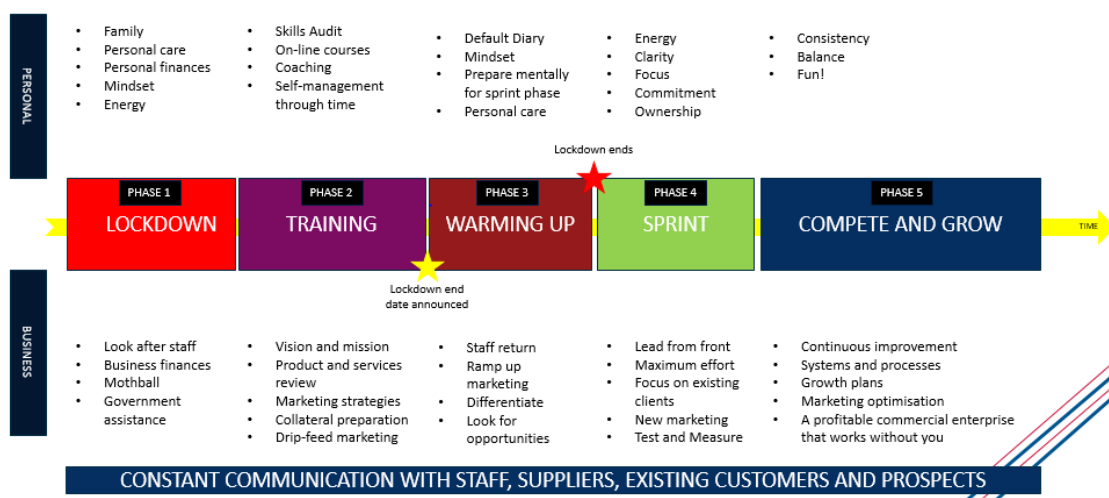
PIVOT. PIVOT. PIVOT.

Change doesn't have to be massive. Change can come from small pivots and adjustments that ultimately get you to a new level of success. Rarely does large and significant change result in one or two large adjustments or pivots. Real change comes from constantly looking for small ways to improve and consistently tweak processes which achieve real results. In a crisis, it is time to find those small pivots you can make to adjust to the new normal. Do you need to alter your pricing structure? Do you need to add delivery services? Do you have more virtual opportunities? Do you need to make changes to sales or product development?



To learn about all these concepts and much more, consider working with an ActionCOACH. Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond



Small changes can add up to big results. A few percentage points of change can be better than waiting for one big silver bullet to make change stick long-term.

STRATEGY

Be methodical and take a few steps every day to keep moving forward instead of sitting still. Pivot based on strategy so that the outcomes leads to exponential growth. Brad Sugars outlines growing your business exponentially, in his latest best-seller, [Pulling Profits Out of a Hat](#). Sugars identifies four areas where you can build strategies to improve your business performance.

I. Using Leverage

The first way a business can find growth potential is to use Leverage. Leverage is defined by Sugars as “doing work once and getting paid forever or for the long-term”. This means rethinking how your products or services actually attract customers. Are you selling your product to one customer at a time or are you selling the product once and establishing a buying pattern or process which keeps that one customer coming back time after time?

Consider the example of Apple Computers. Early on Apple sold computers to customers and not much else. A consumer had little or no reason to go back to Apple unless they were ready to upgrade their hardware. As Apple evolved and pivoted their business model, they realized that locking customers into a patterned buying habit and giving customers a reason to interact with the brand daily was key. The OS Software updates no longer needed to be purchased and manually downloaded, they are pushed to devices automatically and in every update, provided new features to delight the consumer and keep them stuck to the brand. From there, Apple’s trajectory has been on an incline. Apple Pay, Apple Music, and the iPhone evolution, are all ways that brand has used leverage to grow their share.





Disney is another brand that has mastered the art of Leverage. They release a new animated movie and with it come digital games, emoji stickers, merchandise and toys that keep consumers coming back for more. And today they no longer sell a movie once via DVD or Blu-ray. The addition of Disney+ Streaming services keeps the consumers engaged with a monthly subscription services which delivers the Disney experience directly in homes world-wide.

Leverage doesn't end with how you sell, it also can be maximized by the type of behavior and work you do as a business owner. Many business owners often get stuck doing 'employee work' and not owner's work which limits their ability to work ON the business and thus diminishes leverage. Consider this example. A Hair Stylist that owns a salon often cuts and styles hair and spends little time managing the overall salon. They get trapped working in the business and don't work on critical activities to grow the business. They aren't marketing effectively, or networking. They aren't finding strategic alliances or adding products and services and they aren't looking for ways to expand and improve. Only Owners work, gives you leverage to move your business forward.

Finally, leverage can be limited due to the industry or type of business you are in. To increase leverage, you have to find ways to break the bonds of the industry which may limit you. If your industry doesn't offer a guarantee for products, how much leverage would you add to your operation if you offered one? Are there loyalty programs or subscription plans you can add that competitors in your sector don't offer? Adding these unique and differentiated options to your business model can help you gain additional leverage in the marketplace.

II: Scalability

The way to strategically pivot is to consider how easy it is to get the next sale. If sales get easier as you increase volume, then your business is easily scalable. If more sales add more overhead or more expenses, then scaling is limited so you have to find ways to reduce complexity and streamline processes to make volume more profitable. As an example, Uber can add drivers to scale their service, but to grow quickly Uber had to deal with local regulations, recruit and train drivers and add processes in place to enter a marketplace. Compared to AIRB&B which merely had to post a new location in a city, growth and scale is much less complex.

Now is the time to change processes bogging you down and slowing or stifling your business' scalability. Now is the time to think big and take your business in a new direction is needed. Use scalability as a strategy to grow. With remote working and virtual meeting options, are there areas where you can now target customers that you couldn't reach before? Can selling on the web augment the sales you are losing at the store level? Consider the possible outlets and options available to you. There are customers not being served by your competitors, how can you benefit from their lack of action?

III. Opportunity

Literally overnight market sizes shrank or expanded depending on your business type. The third strategy, opportunity is equivalent to Market Size. You have to know answers to the following questions to evaluate how much opportunity lies ahead. How big is the size of the market? What is your share of the marketplace? How much do you dominate in your area? If there is room at any level, if you can expand past the limits or boundaries you have been operating within, then you have the opportunity to grow. If working remotely has proven successful, you are now not limited to employees who are in your immediate area. You may have the ability to add remote sales personnel to reach new markets or to target new customers.

To learn about all these concepts and much more, consider working with an ActionCOACH.
Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

IV: Marketability

The fourth strategy for growth is marketability. Ask yourself if your product or service sells itself or does it require a complex process? What products you offer can be altered or changed to make them more marketable in today's marketplace. Consider the boom paper product manufacturers are seeing during this pandemic. Are the other companies taking a lesson from these manufactures to pivot? Some spirits manufacturers have pivoted to produce hand sanitizer for a limited time to help meet demand. What can your operation do to become the next 'toilet paper', or hand sanitizer?

Now is the time to dust off the "crazy ideas" and consider the all the ways to pivot. Whether it's small changes or large- scale shifts, remember the goal is to survive in the short-term and thrive in the long-run. These changes may require shifting personnel, changing daily work responsibilities, altering processes and resetting goals throughout the organization. You may have to refine your vision and redefine the mission of the company to be amongst those who adapt and drive towards profitability and growth.

STRATEGY 3:

VIRTUAL WORK ENVIRONMENTS

This pandemic has forced many businesses to rethink the work environments of their entire organization. Overnight plans had to be made to move computers to home offices, activate VPN networks and expand the use of virtual meeting capabilities. This sudden change has created home offices on kitchen tables, and in living spaces far from the offices where work was traditionally done. While this shift occurred quickly, for those who can manage the shift well, it opens up great opportunities for the future.

In a virtual environment your business can run from anywhere at any time. Costs will go down if you can manage to transition your workforce to a remote workplace. You may even find that employees will work longer and be more productive because they have access to their work more readily and during this pandemic have less to do...

It's critical that you upgrade technology and move to more portable work devices such as laptops and tablets to ensure that employees have the most convenient and agile forms of doing their work. Work share programs and project management tools are also important to adopt so that your teams can continue to collaborate and work effectively as a group. Consider implementing new software and hardware needs as you evolve these virtual offices to maximize the efficiency of your employees.

Fighting Isolation & Fear

While remote working environments can open up many opportunities and even expand your business' horizon, you will have to deal with the negative aspects of working in a virtual workplace. Employees will face a sense of isolation and fear that you will need to address.

Make daily check-ins regular and establish routine times to bring the teams together. Best practices include morning huddles, mid-day group meetings and afternoon recaps to keep everyone focused. Consistent communication as we have already covered is vital to keep your teams engaged and reduces the fear of uncertainty. By implementing systematic times and methods of sharing information, employees stay in the game and away from the sense of loneliness and apprehension they are feeling.

Execution is Critical

While high levels of execution are important in any work environment, when your business moves to a virtual environment it is even more vital. To ensure your execution levels remain high, you have to ensure that three pillars of your business are solid; Management, Systems and Planning.

Management:

Management is about building confident productive people. Your managers have to be extremely competent. You need to have managers that can shift styles that fit where the employees are. Some employees need more focused attention and some less. Managers have to be able to pivot and deal with each employee differently to accomplish goals and objectives.

The management systems you have in place whether virtual or not, will ensure maximum productivity in your employees continues.



Daily Reporting: In a virtual work environment it is imperative that you are able to keep employees busy and on task. Requiring the delivery of a daily task list is a great way to ensure your employees are focused and working on the right stuff. Daily lists may start out as a general to-do list. As you strengthen your team's abilities, ask them to prioritize their tasks ensuring that they are working on the most important tasks first. Then once they master prioritizing, evolve the daily list and ask them to add a timeline or project time duration on the list. This

will allow you to see not only how proficient they are getting but also limit them from dragging their feet or procrastinating. Also ensure lists are handwritten as it plants the concepts in the brain more effectively.

Weekly List and Team Huddles: At the end of the week, ask your team members to hand in a weekly list in which they provide an overview of the major priorities for the coming week. This Weekly list is reviewed and shared during a Monday morning huddle where each team member communicates to the rest of the stakeholders what their priorities and workflow looks like. This way nothing slips through the gaps. This Monday morning meeting may be lengthy in the beginning but as you master it, these meetings should be about 45 minutes. During this meeting group issues are discussed debated and reviewed to ensure that the team as a whole has input and knowledge about the major challenges, obstacles and opportunities facing the company.

L.I.O.N. MEETINGS: The next touchpoint with your teams is a one-on-one meeting that details what they have been working on, what obstacle they faced, what ideas they have for growth and that they outline what the following week looks like. This breaks down to L.I.O.N. meeting held on Thursdays. This meeting is held prior to the week's end when about 80% of the critical work has been done and you still have time to impact change. The meeting is broken down into four segments.



L: Last week (the current weeks' priorities and tasks) Review all pertinent information including KPIs, Goals, Objectives and critical deadlines or project's progress.

I: Issues (obstacles and or challenges) Let the employee outline any issues or roadblocks they have faced and help them work through those impediments more effectively.

O: Opportunities (challenge your team to bring growth ideas to the table every week) This will focus them on finding ways to improve current systems and processes to achieve business goals and objectives.

N: Next Week (overview of what is come) This allows you to refocus or redirect your team members if they have veered from the path or projects you feel are most important.

[Daily Score:](#) Establishing daily goals is a great way to keep employees focused. These daily goals don't have to be complex or intricate. They can be simple yet necessary things that each employee must do to ensure they are at maximum productivity. Asking employees to select specific goals and score their performance as it relates to their goals. This a great way to focus their attention and establish self-accountability. They can add the goals and score to their daily and weekly lists.

Ask employees to rate their effectiveness in communication or company culture. How fast they answer the phone or how many contacts they make? This establishes ways to maintain attention to even the most elementary requirements of the job, but ones which are critical to keeping a virtual team on task and on track.

[Other Ways to Improving Management:](#) In a virtual work environment, managers have to be focused on ensuring that their teams continue to grow and are maximizing productivity. There are some easy ways to improve the overall management in your organization in addition to the lists and meetings already outlined.

[Avoid Superhero Complex and Open-door policy](#)

If your manager feels it is vital that you be involved in every decision and they must solve every problem then you aren't developing your staff. When managers have the 'Superhero Complex' they feel it necessary to swoop in and save the day. They don't allow their teams to develop skills to handle issues or problems on their own. They actually are training their employees to be less productive because employees know that if it's broken, someone else will come in and fix it for them.



It is critical that you position your staff to be more confident and competent. If you solve every issue and every challenge an employee faces, you are stifling their problem-solving abilities and since you are working to fix all the issues and hoarding all

the knowledge, you find you are less productive. If you have managers who suffer from the *Caped Crusader Syndrome*, help them break it so they can build more productive teams.

Unrestricted Open-door policies also reduce a manager's ability to be most productive. Constant interruptions and the need to provide all the answers to all employee needs, also limits them. If you or your managers are always Open-for-business, there is less time to deal with priorities. So, focus and guide your employees to bring certain issues to meetings and in other cases meet a question with a question of your own. Asking better questions will lead to less interruptions and more confident and competent teams members.

[Ask better questions](#)

Managers have a tendency to focus their questions on WHY something happened or WHY something wasn't done. This immediately puts employees in excuse mode. To avoid this situation, ask questions that don't immediately garner an excuse response, instead your questions should...

- 1) *Move the situation forward- Ask what can be done to move the process or task to a better outcome*
- 2) *Include a specific timeframe – by when should the issue be resolved or corrected*
- 3) *Ensure your question or questions focus on details – when, how, what details need to be done to correct the situation*

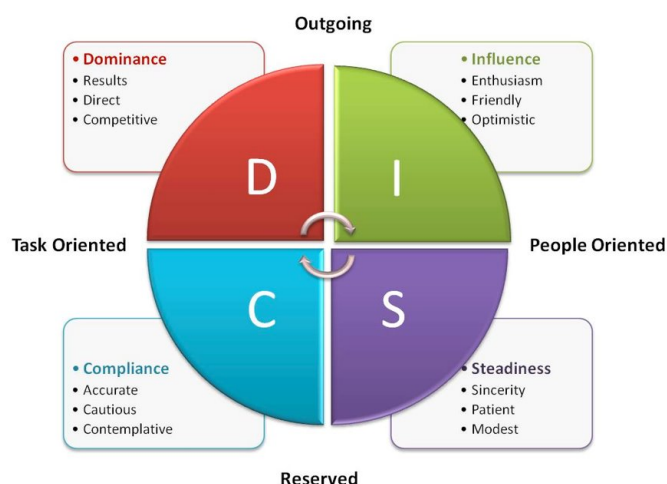
By asking better questions you tap into the skills your employees have and strengthen their problem-solving and critical thinking skills. Developing questions which tap into learning styles and personality styles also helps you get more out of the employee because you are communicating with them in methods and through a process in which they feel more comfortable.

Knowing as much about your employees learning styles and establishing clear paths of success also strengthen your management structure.

[Establish Employee Plans](#)

If you don't have individual employee development plans, now is the time to implement them. These plans help reduce uncertainty, chart a path of success and growth and ensures your employees are focused and optimally communicate. Employee development plans should include: DISC Profile, Learning style outline, Education plans, a Career plan.

A DISC Profile identifies dominant personality traits which identify the best ways and methods to communicate with particular individuals. Adding in learning styles methodology enhances communication further.



Knowing the type of learning style an employee has also helps you in guiding and communicating with them more effectively. There are three types of learning modalities; Visual, Auditory or Kinesthetic V.A.K.

Visual Learners tend to:



- Need an overall view and purpose
- Cautious until mentally clear about an issue or project
- Are appearance-oriented in both dress and presenting
- Are neat and orderly
- Speak quickly
- Are good long-range planners and organizers
- Are observant of details
- Are good spellers and can actually see words in their minds
- Memorize by visual association
- Usually are not distracted by noise
- Often know what to say but can't think of the right words
- Have trouble remembering verbal instructions unless written
- Often ask for people to repeat themselves
- Are strong fast readers
- Doodle during phone conversations and meetings
- Forget to relay verbal messages to others
- Often answer questions with a simple 'yes' or 'no'
- Would rather do a demonstration than make a speech

Auditory learners tend to:



- Talk to themselves while working
- Are easily distracted by noise
- Move their lips and pronounce words as they read
- Enjoy reading aloud and listening
- Can repeat back and mimic tone, pitch and timbre
- Find writing difficult, but are better at telling
- Speak in rhythmic patterns
- Are frequently eloquent speakers
- Like music more than art
- Learn by listening and remember what was discussed rather than seen
- Are talkative, love discussion and go into lengthy descriptions
- Have problems with projects that involve visualization, such as cutting pieces to fit together
- Can spell better out loud than in writing

Kinesthetic learners tend to:



- Speak slowly with long pauses
- Respond to physical rewards
- Touch people to get their attention
- Stand close when talking to someone
- Are physically oriented and move a lot
- Learn by manipulating and doing
- Memorize by walking and seeing
- Gesture a lot
- Can't sit still for long periods of time
- Can't remember geography unless they have actually been there
- Use action words

Survive and Thrive:

10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

- Like plot-oriented books – they reflect action and body movement as they read
- May have messy handwriting
- Like involved games
- Want to act things out

Once you understand more about your employee's personality and learning styles it is easier to develop education and training plans as well as career plans to meet their needs. Ultimately, the more in-tune you are with your team members, the more congruent your vision of their job's priorities and their vision of the same will align. Test alignment by asking your employee to list the **Top 10 Things** they need to do in order to do their job effectively and efficiently. If your list of the 10 most important tasks of the job match with the employees' view the more productive the organization is. The further apart and the more disparity in the lists will indicate where you should focus to bring more alignment.

SYSTEMS:



Systems are really ways to;

Save **Y**our **S**elf **T**ime **E**nergy and **M**oney.

Organizations that memorialize their processes and write down the ways of doing things find their productivity increases. Systems don't have to be complex and you don't have to have lengthy manuals. Simple checklist, scripts and instructional videos work just as effectively to ensure employees know the most effective ways to get results. When you find inconsistent results or low

productivity, it is likely that a formalized system is missing. Time to create a SOP, or standard operating procedure.

Keep in mind. People don't run the business. People run the systems that run the business. When you want to replicate and consistently get the same results you need a system to guide your team to success. Virtual environments tend to uncover the lack of systems and processes because the team has not established rules of engagement.

PLANNING:



You can't develop systems without plans. Organizations that don't plan or only plan once a year can't possibly be prepared for sudden and dramatic change. They will not be able to adjust quickly to a new environment unless planning is consistent throughout the year. You have already read about how critical daily planning is. Without mastery of daily planning, weekly, monthly, quarterly and annual planning have little meaning or chances of success. It is the daily achievement of daily goals that gets you to the milestones

you need to move the business forward. Trying to plan for 3-5 years in the future without focus on what is happening in the present is a fool's errand.

To learn about all these concepts and much more, consider working with an ActionCOACH.

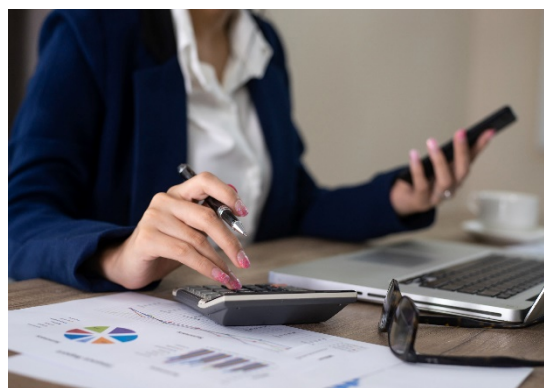
Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

“Going into business without a business plan is like going on a mountain trek without a map or GPS support – you’ll eventually get lost and starve!” - Kevin J. Donaldson

The most important part of planning is the thinking and brain storming phase. The actual written plan is important, but without quality time allotted to actually thinking about the plan and its implementation it is just another piece of paper to file. In a virtual world planning and plans are even more critical. You can’t visually see what everyone is doing so you must rely on the written plans, and milestones to get you to the finish line.

During a major crisis, plan in smaller increments to ensure you stay on top of changes and can make adjustments quickly. Consider some of the plans you will need to develop quickly.

- 90-day Survival Plan
- 90-day Plan to Thrive
- Relaunch or Grand Reopening Plans
- Long-term Plan for new normal Operations.



Establish a regular cycle for planning and ensure that every team has a process to follow. Even if you have to toss your plans out the window due to a crisis, you have a foundational process to help develop new goals and new objectives to help you survive and ultimately, thrive.

STRATEGY 4:

BACK TO BASICS: CASHFLOW MANAGEMENT

The next section is about ensuring that you go back-to-basics and ensure that your business foundation is solid. In a virtual world and during this crisis, the more solid your basic business fundamentals are the more chance your business will survive. If your record keeping is chaotic or irregular; if you don’t have cash management processes; if your inventory controls are lacking, in this new environment the issues will grow exponentially. In a time of crisis and uncertainty, your business basics have to be right and tight. To get through any economic crisis remember, that a strong cash is your first defense and offense.

“Revenue is vanity, profit is sanity, but cash is king”- unknown

To learn about all these concepts and much more, consider working with an ActionCOACH. Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

At this time your focus on cashflow and profitability have to go into overdrive. Your financial planning and reporting have to take center stage. Revenue streams may dry up overnight and you have to be able to find ways to keep the company above water until the flood subsides.

In order to ensure your cashflow is good you are going to have to do all or some of the following:

- **Cut expenses and non-essentials;** What can you suspend or stop doing, what “nice-to-dos” can you eliminate in the short-term?
- **Renegotiate terms for both your payable and receivables;** Keep in mind you want to keep your best customers and suppliers as whole as possible but increase dialogue so they understand what you are facing. With others, it’s time to review terms immediately.
- **Payroll Reductions;** Consider offering pay cuts instead of layoffs. Suspension of bonuses and/or commissions plans and elimination of positions that are not critical and non-essential as well as releasing non-performers are likely some of the biggest decisions you will face. Now is the time to trim out those who are not consistently contributing.
- **Human Capital layoffs or furloughs;** If you must lay off staff, do it all at once. Don’t bleed the team over time. Consider offering furloughs which keep benefits in place without pay. Any personnel you layoff, you will at some point need back so be careful not to cut too deep and find yourself without staff when business rebounds.
- **Postpone big expenditures, purchases or improvements;** If you planned building improvements, equipment upgrades, or other facility enhancements postpone them for a time. Only essential work should be completed at this time.



marketplace.

To keep track of the basics and ensure you have a handle on your company’s cash position, you will need to increase the frequency of reporting. Daily reporting will give you more granular updates of your cash position.

To further enhance or reinforce your cash position consider ways to extend your credit or add a credit line. This fail safe, gives you some emergency funds to dip into in case cash gets low. Getting additional credit doesn’t mean you have to use it. The additional access to credit and cash is there in case other measures fail to meet your business needs.

Keeping margins up and adjusting pricing is also critical during a crisis. You don’t want to “give away” the farm, you want to add value to what you offer. Prices may even have to increase if the demand is high. Make changes to your price structure methodically and always with your eye on bottom-line profitability. Offering volume discounts or higher discounts for upfront purchases or bulk transactions should also be considered.

To keep cashflow robust you also should consider adding ways of receiving payment. Add a PayPal account, sign up for Apple Pay, find a way to accept credit cards. Offer your customers more ways to pay you to get cash in hand faster.

Finally make sure your business is ready to apply for and receive the benefits of any government assistance programs that may arise from a crisis situation. Educate yourself on the offers open to your business and the means of application. Stay persistent and diligent to take advantage of any assistance available. During this unprecedented global pandemic, governments are offering a variety of programs to keep your business afloat. If eligible, don't be too proud. Use every resource offered so that you can survive and thrive.



Productivity into Profitability

During a period of economic crisis every department and every role has to focus on profit producing activities. Cost centers needs to pivot to more profitable endeavors whenever possible. Moving employees to new tasks and giving them new responsibilities that focus them on generating cash or reducing costs should be a primary driver of activity.

Using **Time Logs** and measuring how much of the employees' daily work is focused on profit producing activities to measure results. Measuring results and reassessing goals and targets to hold everyone accountable is critical. Remember to take into consideration the cost of retraining to help staff members pivot - don't throw them into the deep end without adding to their knowledge and skills.

Direction of the Goals

These repurposed employees need goals redefined and the direction of the company needs to be consistently reinforced. If you are asking some on your team to play a new role on the team, you have to show them where the goal posts are in order for them to score. It is important to keep in mind that during a crisis, goals are moving targets so sharing where you are and using visual aids to reinforce your goals is a great way to give everyone contributing a sense of achievement.

Delivery of Product or Services

It has already been mentioned that you may have to change not only the products and services you offer but how you deliver those to consumers also need to be adjusted. Curbside pickup or delivery services, and online sales need to be added to your plan. Consistency and quality of delivery to the customer is vital as you don't want to negatively affect the customers you are serving. You actually need to add extra focus on quality and consistency. Remember a measure of success will be how many of your current customers you are able to keep. Starting over or with a completely new customer base will be exponentially harder.

To learn about all these concepts and much more, consider working with an ActionCOACH. Visit [actioncoach.com](https://www.actioncoach.com) and click on the Get a COACH window. We will match you with a coach in your area.

STRATEGY 5:

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” – R. Buckminster Fuller

MARKETING MUST SHIFT

Now that you have a survival plan in place you have to shift your marketing messaging and how you market your business to your existing and potential customers now. The world has changed overnight and the old ways you market your business and your products doesn't meet the needs at this time. If you don't adjust and show that you tuned into this new normal, customers will get turned off and potential customers will remove you from their consideration set.



To change your marketing, you have to:

1. *Adjust your Messaging*
2. *Add Compassion and Empathy*
3. *Inject a new Sense of Urgency to your Messaging*
4. *Marketing has to Go Virtual and Digital*
5. *Know the Numbers and Measure Results*

Consider that marketing in normal times is about “buying lifetime customers”. In Brad Sugars’ book [*Buying Customers 2.0*](#), he outlines and goes in depth on how marketing is actually an investment and not an expense. Sugars outlines the goals for getting and keeping customers and highlights some of the metrics you need to know to really impact marketing in normal time and in times of crisis.

Acquiring a customer let's say the costs is \$15 when your account for the placement, creation and delivery of the marketing piece or pieces. If this customer only purchases \$10 from you and never comes back, your marketing is actually losing your money. But if a customer you acquire for \$20 total cost makes multiple \$100 purchases during the year, the marketing investment has a tremendous return. So, you need to know some very important numbers to change your marketing quickly and effectively.

You need to know:

- *How much do your existing customers spend with you?*
- *How frequently do they buy from you?*
- *How long have they been your customer?*
- *How many referrals does a customer provide you?*

Once you understand the numbers and have a grip on what is working and what is not, you can adjust additional parts to your marketing process and expenditures.



Change the Tone: In times of crisis or dramatic economic declines, you have to ensure that the tone of your marketing adjusts. The level of sensitivity, empathy and compassion is paramount. If you don't acknowledge the times are difficult, that loss of life and income are happening and aren't sensitive to the concerns and fear of your customers, and your potential customers, you can turn the audience off.

Brands that don't adjust their messaging are seen as out of touch and tone deaf to the changes in the market and the needs of consumers.

Focus your messaging:

- *Empathize, Engage, Educate*
- *HELP & GIVE vs. SELL & ASK*
- *Add value*



Focus on what your customers will get in terms of value and migrate your copy from **WE, I and US** words to **You, and Yours** to pivot the focus on the customer not your company.

You will need to build new campaigns with more focused target audiences. Choose the segments of your customer base that buy from you most often or are most profitable. Remember 20% of your customers account for 80% of your business. Build your new campaigns by honing in on those targets.

Use a 'what's in it for them' approach in creating your campaigns. Also, change your offers to provide additional value and reasons to buy.

Urgency - Create a larger sense of urgency to make consumers react and buy more quickly is also key to successful marketing more so during a crisis. Adding more compelling calls-to-actions and adding value offers to encourage more rapid sales, is a good focus to have as you alter your marketing.

Increase Frequency and Touch Points - Crisis requires increased communication as already outlined. Marketing needs to be ramped up and you need to reach more potential customers than ever before. This doesn't necessarily mean you have to spend more, but it does mean you have to use channels such as your website, enhance your SEO and social media to be in front and stay top-of-mind for your customers and prospects. You need to increase the number of posts, the quality and frequency of your blog and to move budgeted dollars around to reach those targets more effectively.

Shift to Digital - As you consider budget, digital ads, social media boosted posts and email campaigns should take center stage. While traditional marketing outlets may have worked well during a normal environment, as a crisis isolates your customers, you need to reach them in new ways. They are spending more time away from radios, aren't driving and seeing billboards, so if

you can shift the dollars to Google AdWords, Email Marketing and Social Media Advertising you will reach your customers more effectively.

Additional Steps to Shift Marketing:

1. Shift your marketing strategy:

- **In-Bound** Marketing Focuses Deliver Solutions
- Improve **Customer Experience** and Enhance Loyalty Benefits
- Maximize **“Perceived Value”** Focus on Core Business



2. Update your Website:

- Update content regularly
- Build SEO via content not tricks
- Ensure Footers & Headers reflect correct information
- Add a Blog or Vlog
- Tag, add descriptions and page titles (no duplicates)
- Link all social media to your website
- Avoid duplicate content; Don't plagiarize, provide links to add authority and credibility
- Imagery needs to be fresh and reflect your marketplace and need descriptions and tags

3. Step up Your Content:

- Blogs or Vlog daily
- Social Media Posts
- Live Videos & Interviews
- Add Whitepapers & Case Studies
- Host Webinars
- Share Checklists, Tips Sheets and Job Aids



To learn about all these concepts and much more, consider working with an ActionCOACH.
Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

4. Make your Content Memorable:

- **E**ntertains
- **I**nspires
- **E**ducates
- **I**nforms
- **O**pens Dialogue



5. Improving, Adding a Blog:

- Have Magnetic, Compelling Headlines
- Have Compelling Lead (first paragraph)
- Be 800-1500 words
- Include Sub-headlines to break up text
- Has Keywords and has search phrases
- Is Conversational, Informative & Engaging
- Has Appealing Graphics & Images
- Have a Strong Calls-to-Action
- Contains Relevant Links



6. Add Video to your Mix:

- Host a live interview
- Record a regular podcast
- Do daily check-ins or tip talks
- Choose great content over production value
- Choose authentic over staged
- Choose relevant vs. contrived
- Vary your lengths
- Measure engagement – check for engagement spikes
- Build on what your customers respond to... not what you like... or think is important.



7. Refresh & Revive Social Media:

- Understand that each platform has specific content focuses
- Ensure your content and posts are shareable
- Know which platforms require native and downloaded copies
- Use #hashtags and descriptor tags for SEO, link to website
- Create Urgency and have strong Call-to-Actions
- Focus on quality not just quantity
- Ask questions, pose a challenge, engage with live Q&A sessions
- Employ the 90/10 Rule: One platform gets 90% of your attention, you experiment on the rest of the platforms 10% of the time



8. Boost FB Posts or Create an AD:

- Set a Budget
- Set your target audience
- A/B Test
- Keep it simple - Not too much text
- Include a Strong Call to Action
- Make it Eye Catching
- Add Buttons
- Link to event or website
- Imagery should match the audience
- Add simple copy to accompany post
- Ensure your branding is strong
- Track your performance regularly AD CENTER DASHBOARD



9. Build your Database:

- Create multiple opportunities for email sign-up
- Optimize your opt-in pages
- Send a stellar welcome email
- Develop valuable email content
- Provide an email preference center
- Focus on optimal email deliverability
- Refresh and clean your lists regularly
- Be transparent with privacy practices

A sample email sign-up form. At the top, it says "Encourage email sign-ups by offering something of value." Below this is a section titled "Get Free Email Updates" with the text "Enter your email below for updates, promotions, and product launches. Receive your first email today!". There are two input fields: "First Name" and "Email Address". Below the fields is a checkbox labeled "I accept the Terms and Conditions. We guarantee 100% privacy. Your information will not be shared." and a red button labeled "Get Access Today!". At the bottom left, a note says "Less is more. Only ask for the information you need to know." and at the bottom right, another note says "Include your privacy policy so users know how their email will be used."

10. Step Up Email Marketing

- Get to know your audience
- Test & Measure to see what resonates - A/B Testing is critical
- Choose meaningful metrics
- Personalize as much content and part of your email as possible
- Consider frequency and days/times to maximize open rate
- Reward loyal customers and VIP with special content, incentives and offers for select audience
- Adhere to GDPR (General Data Protection Act)
- Segment your audiences – not every contact should get the same message
- Make it clear who you are and what you want



11. Create Landing Pages

- Ensure your message matches your ad
- Keep the action above the fold
- Use directional cues to direct the eye
- Show your product or service in action
- Remove navigation and other distractions
- Include social proofs
- Use clear, compelling copy
- Keep it fast
- Design for Mobile friendly access
- Test and update regularly
- Use templates for easy development (Lots of easy to use resources available)

12. Learn More about Google AdWords

- Ensure time zone and currency are set up correctly
- Define target location
- Set budget for each campaign based on clients' needs
- Connect account with Google Analytics
- Build your campaigns externally
- Build small, tightly focused ad groups with a few (5-10) keywords
- Focus on conversions with smart bidding
- Focus on clicks with CPC bidding
- Focus on impressions with CPC bidding
- Take advantage of conversion tracking
- Learn the new AdWords UX
- Take advantage of audiences
- A/B test ad copy
- Use high-quality optimized landing pages
- Review the Search Terms Report



PR And Community Outreach - Make sure you share stories about how your business is doing in the community and offer to be a conduit for services that benefit the consumer. You may be pivoting employees to activities that are community centered. Sharing what you and your staff are doing to help others is more newsworthy during a crisis. Find ways to authentically and organically place news and articles in the marketplace about your efforts.

Ramp Up Use of Metrics - Measure results, more than ever before you have to find out what is effective and what isn't working. Without metrics and an understanding of your Key Performance Indicators (KPIs) you can't pivot and take advantage of those methods of marketing that ask them how they found it.

Marketing is Math

Numbers play a huge role in measuring your marketing's success. Using a simple formula, you can see the impact of making small changes which can dramatically improve your business results. Brad Sugars details his **5 Ways** formula in [Instant Cashflow](#). Get more familiar with the formula with a couple of simple examples.

To learn about all these concepts and much more, consider working with an ActionCOACH. Visit actioncoach.com and click on the Get a COACH window. We will match you with a coach in your area.

The key modifiers of the formula are **Leads** (prospects), **Conversion Rate** (% of prospects that become customers), **Avg. Transaction** (average purchase per customer) and **Margin** (% of total dollars that go to the bottom-line).

5 Ways Formula

FORMULA COMPONENTS	EXAMPLE Numbers	Tactics to improve Results	NEW Example 10% increase increments	Doubling Results
Number of Leads	4000	More touch points, increase marketing, change messaging, Improve processes	4400	8000
x				
Conversion Rate	25%	Improve processes, improve customer relations, enhance offers	27.5%	50%
=				
# of Customers	1000	Customer services, Marketing, processes improvement	1210	4000
x				
Avg. Transaction	2	Improve scripts, add follow ups methods, loyalty programs and offers	2.2	4
x				
Avg. Sale	\$100	Add on- <i>Do you want Fries with that approach</i>	\$110	\$200
=				
Revenue	\$200,000		\$290,820 (+46%)	\$3.2 Million
x				
Margin	25%	Cost reductions and systems efficiencies	27.5%	50%
=				
Profit	\$50,000		\$80,528 (+61%)	\$1.6 Million

Don't outgrow your cashflow or your capabilities. Don't focus on huge growth initially until you master what you have to do to improve each area, because you may outpace your ability to meet new customer needs especially in a time of crisis.

Marketing is the only way to ensure that you get and keep customers. In a crisis, it is an essential part of your plan to Survive and Thrive. Remember...

- *Don't stop marketing*
- *Update your plan with your coach*
- *Shift how and where you market*
- *Shift your message*
- *Reallocate budget to new channels*
- *Test, Measure, Adapt!*

STRATEGY 6:

"The two main pillars of great salesmanship are being competitive and compassionate." – Steli Efti

SALES WITH COMPASSION

As you shift marketing and shift your messaging you need to consider how your sales team needs to pivot as well. Sales needs to follow the lead of the marketing you have in the marketplace and focus on bringing the same empathy, sensitivity and compassion to the forefront. This new landscape of the marketplace has changed, and techniques need to also change.

Sales teams needs to have a new mindset. Prepare yourself and your sales team to meet the new demand. You may have to exercise phone skills and writing skills you haven't needed in the past. Make sure that you refocus why your product or service is valuable and why customers will benefit from buying from your company.

Getting your Sales Team's Mindset Right:

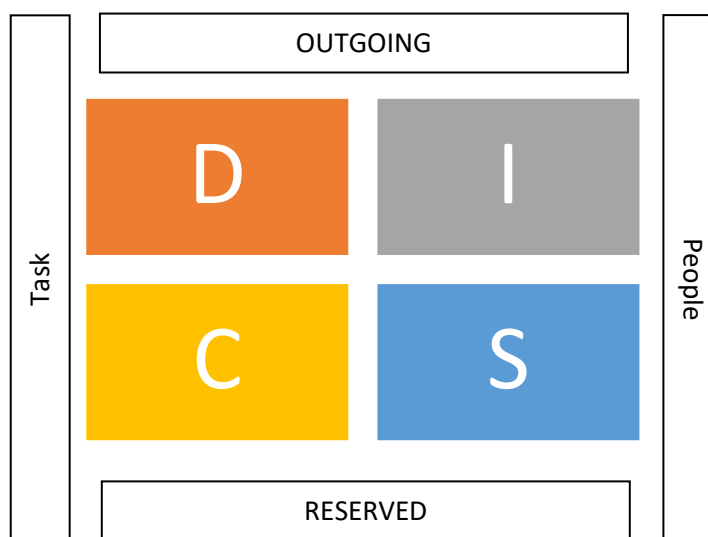
- ✓ Do your research on the prospect before you start the sales process? Review their details and their history.
- ✓ Sales should be done in blocks of time and should be consistent. Stay focused on the sales processes in hour increments.
- ✓ Role play with other sales people and discuss options with your peers.
- ✓ As an owner, support and motivate them every day.

This is the time to listen and ask questions instead of pushing the key points and the sales pitch.

- **Must change tone** - Just like your marketing, your salesmanship and sales team need to adjust their approaches and scripts. Add more empathy and sensitivity throughout your sales process.
- **Serious customer focus** - Pivot to a customer focused point of view. Salespeople need to be better listeners and ask more questions to ensure they are selling at the right level to meet the new demands. Take notes and stay engaged and keep drilling down to the root causes and the real obstacles. Questions start open ended and get more specific as you go. Make the

assumption that the prospect is going to buy. Keep checking their temperature as you go. Don't force the close, get to it naturally. When prospects are ready to make a decision, they will ask you a question.

Sell the way they want to be sold too - Just like you use personality styles to help you manage employees, the same styles apply to customer's buying habits. Refer back to the DISC Profile mentioned earlier. Here are the four main profiles.



Make sure you adjust your selling behavior style to match the profile of the buyer.

Dominant → **Outgoing-Task**
Influencer → **Outgoing-People**
Stability → **Reserved- People**
Compliant → **Reserved-Task**

• Dominant buyers want the best, first, newest and best option
• Influencer buyers are people oriented, they want to develop relationships - follow the know, like and trust path
• Stability buyers want warranties, guarantees and they like what they bought before
• Compliant research and need a lot of details

Learn these profiles so your approach is congruent with the needs of the buyers. Pick up cues and hints of how they communicate and respond so you can improve the probability of making the sale.

Apply the learning styles as well. Again, review the three different learning modalities on page 23. Those styles are **Visual, Auditory and Kinesthetic**. ActionCOACHes are certified in both the DISC and VAK methodologies so connect with one in your area to learn more. Visit actioncoach.com to learn more.

Finally, your sales process should be put into a flow chart so you can break down the steps you need to move a buyer from point A through the decision process.



To support your sales process, start asking for reviews and ratings and testimonials from your best customers. Make sure your business review and your ratings are updated. Buyers rely more and more on testimonials and reviews to help them make their decisions.

- **Don't just sell, help.** Much like your marketing messaging adjustments your sales process needs to add value and help your customers and prospects even if they don't initially make a purchase. Be willing to give customers more than they expect. Under promise and over delivering has never been more important. The more delighted your customers is the more likely they are to comeback, send a referral and build a lasting relationship with your business.
- **Relationships Matter.** This bond you are building with your customers now during a crisis will pay dividends in the long-term. The way you make your customers feel about their purchase is critical. They may have reservations to make a purchase due to the uncertainty. Make them feel that their decision isn't just correct that it is prudent, wise and thoughtful. Don't treat customers as numbers, build a relationship with them so they become loyal, and they become the best salespeople you have. Your best customers are the best resource you have to help market your business now and after the crisis subsides.

Keeping the doors open and maximizing your sales process will allow you to both survive in the short-term and thrive as life gets back to normal.

STRATEGY 7:

CUSTOMER SERVICE & REPEAT BUSINESS

"Every contact we have with a customer influences whether or not they'll come back. We have to be great every time or we'll lose them." – Kevin Stirtz

The importance of keeping as many customers you already have is critical to your business' survival during a crisis. At the very least, minimizing the loss of existing customers may be all you do. But even in crisis with the right marketing and sales process, you can add customers to position you to thrive in the long-term.

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

Even if your business is closed, you can keep lines of communication open with your best customers and keep them informed about your plans to reopen. Keeping relationships with customers strong can give you the building blocks for success.

Repeat customers is the best way to get profits. Segment your customer base to ensure you are dealing with them in a personalized way. Again, focus on the 20% of your customers that bring your 80% sales. Using a database to gather customer intelligence is vital. Create strategies to sell to each segment.

Keep in touch - Use the phone and make your communication as personal as possible. Follow-up with other touch points and methods to keep them engaged, informed and educated about conditions, changes and updates in your business.

Utilize your Database - The customers data you collect will help you refine and target your communication. Your Customer Relationship Management (CRM) system is critical. If you don't already have a database or system to collect customer information you have to start now.

Go Above and Beyond - Increase your touch points with customers, sending notes and make small gestures to elevate your customer service. You have to go above the standard service levels. Be authentic and show them you care about their safety, their health and their concerns. Find extraordinary ways to delight your customers with little actions that leave a lasting impression. When business is good, we forget to do these little things that separate you from the competition. Focus on these **"critical non-essentials"** to show your customers that their business is valued.

Converting Customers to Raving Fans - The goal is to move a suspect (someone who has shown interest in your business) to raving fan status. Moving them up the chart is all about how you build loyalty with your brand and your company through your customer service practices.

RAVING FAN -at this level, customers spontaneously 'sell' your business for you. They become your best salesperson. The level of customer service and the consistent delivery of products and services makes them so confident about your business, they put their reputation on the line. The lifetime value of this level is priceless. They must be the customers you take the most care of...
ADVOCATE -at this level, you can start asking for referrals. A special referral program allows them to share your business in a formalized way. Create a special kit, with personalized materials, build a systemized way for customers to endorse your business. Social media posts, yelp reviews or emails to their own database makes them an advocate. Now your customers are beginning to spread the word.
MEMBER - these customers feel like they belong. They become a part of the organization. Membership kits, loyalty programs, VIP programs, special landing pages or website cookies that give them an elevated level of service. Consider special swag items and promotional products or give them special access to pricing, enhanced delivery options or access to new products first.
CUSTOMER -at this stage they have made multiple purchases over time. Loyalty programs are great to provide enticements to return; They become accustomed to doing business with you. At this level, you establish a personal connection with your business to give them special access or offers.
SHOPPER -once you make a sale; they have made one transaction – increase connection and communicate with them based on their purchase. Thank them and offer them a return message to come back to build more loyalty. Ask for their feedback.
PROSPECT - has connected with you (start building loyalty at this stage) Communicate with them by collecting data so you can connect consistently. Customize responses as much as possible.
SUSPECT -anyone that could buy from you.

Make customer service in a time a crisis as visible as possible. Make your service special and tangible. Go the extra mile to delight and keep your business top of mind.

STRATEGY 8:

GET THE MOST OUT OF YOUR PEOPLE

“Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can’t miss”. – Lee Iacocca

How well your team performs is going to determine the difference between a successful business and a failing business. People are your company’s biggest asset. You have to ensure they are performing at peak.

During a crisis, you have to shift your team’s mindset from Fear to Focus. Give them something to focus on and don’t let them get into a negative mindset.

1: Moving them from Fear to Focus:

FEAR —————> FOCUS

- *Refocus their functions*
- *Give them new goals*
- *Give them deadlines and milestones*
- *Daily activities and objectives*

2. Set the New Standards:

New standards and procedures must be put in place so that your team raises their game as you update processes. You have to reinforce all the new standards and meet new levels or performance. New behaviors have to be reinforced and establish accountability standards to make sure that everyone is on the same page.



Whether it is new product handling procedures, new meeting requirements or safety measures, all the new standards have to be communicated and memorialized. SOPs must be updated.

3. Be Seen Leading

Leadership has to be more visible than ever during a crisis. We have already discussed ramping up communication, but your leadership skills will also be taxed. Increase the touches you have with all the stakeholders. You have to be more actively leading. Your leadership will help, reduce stress and reinforce safety.

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond



Demonstrating your leadership will help your team perform with confidence and surety that things are going to be ok.

Here are **6 Keys to a having a Winning Team**... Reference Brad Sugars' [Instant Teambuilding](#) for more teambuilding tools.

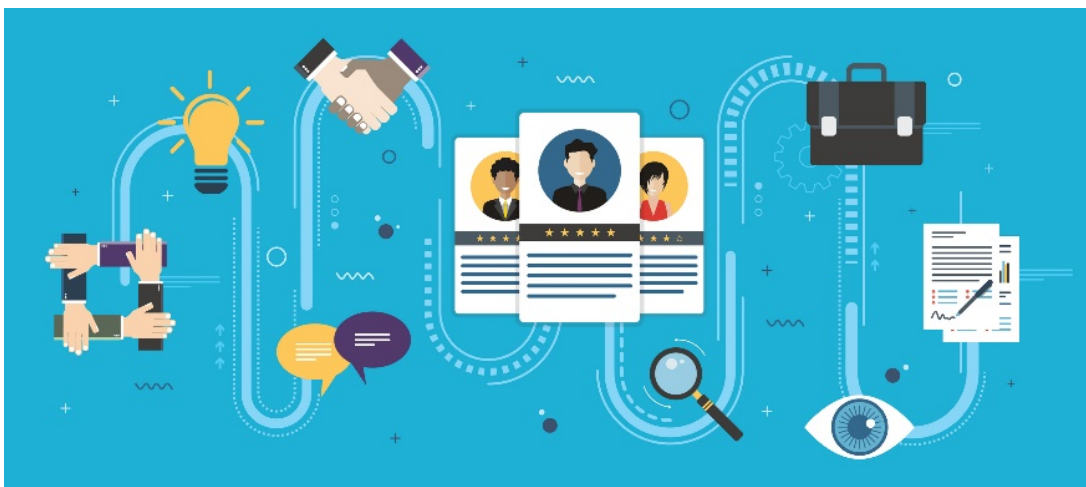
- **Strong Leadership** - Create passionate and focused people
- **Common Goals** – Outline a united path and direction
- **Rules of the Game** - How the team works together effectively and behave - Core Values and Points of Culture direct how your team works and interacts and what you stand for
- **Action Plans** - These are detailed ways to accomplish your goals
- **Support Risk Taking** - Support the creative ideas and their learning
- **100% Involvement and Inclusion** - Make sure everyone participates and every team member has a voice and gives everyone a foundation for open dialogue.

4. Moving Costs into Profits

Remember that there are departments and personnel in the organization that don't all contribute to the revenue of the company and only serve within a cost center. Now is the time to rethink the position and pivot them to be more revenue focused activities and make them more accountable for the success of the overall business.

5. Train and Re-train

As you reposition employees you have to retrain and equip them with the skills to make them successful. As you relaunch, restart and reposition your organization you will have to recruit the best candidates.



Sugars identifies the keys to recruit the best employees.

Recruiting Steps:

- **Know Who** - “don’t fish, select”. Know who you are looking for. Really understand the skills, experience, education, knowledge, desired behaviors and duties. You have to know what it looks like when they succeed. Find a recruit that already has the skills or is outperforming in another company. Focus on deselection vs selection. Find people who really want to work for you.
- **Marketing** - Recruiting is a marketing function and has to be a reflection of your brand. Target carefully. Create specific websites or webpages that allows you to provide the job description, and allows you to add videos and information about your company.
- **Interviews** - Vet the candidate with multiple interviews so as many of your stakeholders have input and can provide feedback about the candidate. 3-5 interviews at the minimum.
- **Only the Best** - Don’t settle and don’t lower your standards when you are hiring. Take your time and hire an overqualified candidate because they can help you get where you want to go.

Getting the recruit started in the right ways is also critical. Consider these steps when on-boarding a new hire.

- 1) **Induction Training**-several days of absorbing and learning the company history and company vision and mission.
- 2) **Cultural Indoctrination**-make sure they learn the unique culture points and how they are expected to interact.
- 3) **Introductions**-make sure everyone in the organization has time to get to know the new hire and the new hire gets to learn about those they are working with.
- 4) **Skills**-make sure you reinforce skills and provide the tools the new recruit needs to be successful. Database training, process review and procedures should all be reviewed and the new hire should have time to practice.



Keeping as Many Employees as You Can

In a crisis, you may not be able to keep all your employees. If you have to let some go, follow these steps:

- *Have compassion*
- *Do all layoffs at one time*
- *Consider furlough or a leave of absence instead of termination if it makes sense*
- *Be strong for the rest of the team and the rest of the company*

Keep in mind that you don't build your business, your employees do. Employees take care of your customers and your customers in turn come back to buy more often. You have to be the glue that keeps that dynamic together.

STRATEGY 9:

BUILDING A STRONG MINDSET

*"The strength of your mind determines the depth of your desperation!
The weaker the mind, the deeper the desperation!" - Mehmet Murat ildan*

Staying focused and positive, eliminates the influence of negativity. You can work on your mind to build strengths to help you get in the right mindset.

1. Daily Rituals or "Richuals"

If you live a 'rich' life filled with health, happiness, security and stability, you are living a rich life. It's more than just wealth, richness is about the depth and breadth of your existence. You need to develop rituals to help you stay on track. These rituals have to be consistent and routine. Some examples to keep your focus on the positives are:

- a. *Reread your goals daily*
- b. *Meditation*
- c. *Visualization*
- d. *Music Inspiration*
- e. *Daily walks without phones*

2. Learning and Growing

Invest in knowledge. Learn new skills and get new education daily to add to your tool belt. Invest in audible book, reading books and subscriptions to keep you informed.

3. See it as Opportunity not a Crisis

Even in the worse times bring opportunity. Focus on the positive developments, innovations and new options as the crisis evolves. The glass is half full not half empty is the best approach.

4. Finding the Small Wins Each Day

Ask your team to share the good news daily. Look to the positive things that are moving you forward. Even the smallest of wins can bring great dividends.

5. Sometimes No News is Good New

Unplug and find days when you can rest and isolate from the negative vibes.

Other ways to stay proactive:

Health and fitness need to be a central concern. Connect with family and friends even remotely or virtually and make sure you take care of your mental health.

Once you are in the right mindset, you can begin using the Brad Sugars' formula for success to drive your personal and professional life.

FORMULA for SUCCESS: Dreams x Goals x Learning x Plan x Actions = Success

DREAMS	<i>What is your bucket list? If your dreams don't scare you, they aren't big enough. These are dreams that are audacious and more than 10 years in the future. Charting and memorializing dreams help them come true. Use a vision board or goal lists.</i>
GOALS	<p><i>You have to grow into your goals for success. These goals are a bit less expansive and grand, than your dreams. Goals cover what you see within 5-10 years in the future. Keep in mind the person you are growing into will be able to achieve these goals.</i></p> <p><i>Make sure your goals are S.M.A.R.T: (Specific, measurable, achievable, realistic, time specific).</i></p> <p><i>Make sure your goals are positive. What do you want to happen to come true? Not what you want to avoid.</i></p> <p><i>Goals evolve to legacy goals. What will remain when you aren't here? What are you doing to make an impact and help others?</i></p>
LEARNING	<p><i>You have to learn what you don't know through education and add to your knowledge consistently. What don't you know to help you achieve the goals you have set? Learning plans lead to creating a plan to achieve the goals.</i></p> <p>Learning is much harder than the doing. Once you know what you need you can act with more confidence and success.</p>
PLAN	<p>The Plan is written from a different perspective now that you have learned what you didn't know to make your goals a reality. Spend time thinking about your plan to make the goal achievable.</p>
ACTION	<p><i>This is the work. Take actions. Don't just sit there and wait for things to happen</i></p>
SUCCESS	<p>Don't complain about the results you didn't get for the work you didn't do. You have to learn, plan and then act to make your dreams and goals a reality.</p>

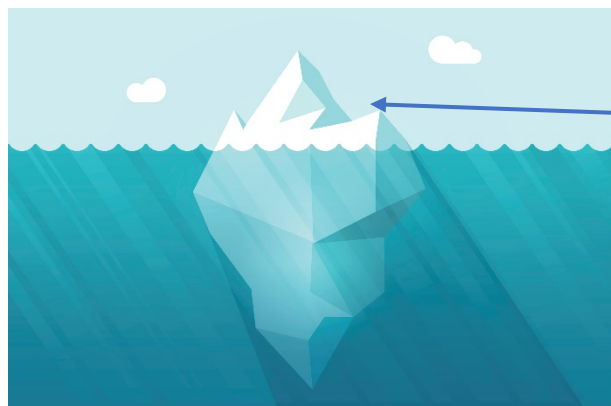
Once you understand the formula for success you can apply another formula.

BE X DO = Have

Simply put 'who you are multiplied by what you do equals or determines what you have'. Work it backwards, decided what you want to have, work out what you have to do and then decide who you need to be.

Be average, do average, get average results. The more you work on you the more affect you have on results.

How do you build yourself? Consider the **Identity Iceberg** to help navigate this concept.



Most of what you see is only 20% of who someone is. 80% of who they are is actually below the surface.

BEHAVIORS

Actions demonstrated

Above the surface

Below the surface are the components which lead you toward new behaviors.

Skills

What are you good at?

Beliefs

What you believe you are good at, is what you are good at.

Values

What do you hold most important or place value on? Do you value more acceptance or success?

Identity

"I AM" statements describe who you are; You can proactively build it with statements of success. List out what do you want to be listing I AM... what describes who you want to be and who you believe you are.

ENVIRONMENT - If you are in a positive environment then who you are will lead to a more positive identity. The overall environment in which the iceberg floats will help determine its outcome. The warmer water will melt it, but drifting to the colder temperatures will reinforce and solidify its structure and its strength.

Through consistent and formalized work on the elements beneath the surface, you can transform behaviors and overcome the negative impact of your environment.

To learn more about these concepts and much more check out Brad's 30X Business and Life Programs [available here.](#)

LIST 10 “I AM” STATEMENTS BELOW: Think about what kind of identity you want to project and build.

I AM a...
I AM a....
I AM a...
I AM a...
I AM a....
I AM a...
I AM a...
I AM a....
I AM a...
I AM a....

STRATEGY 10:

BUILDING A 90 DAY PLAN

“Going into business without a business plan is like going on a mountain trek without a map or GPS support – you’ll eventually get lost and starve!” - Kevin J. Donaldson

Right now, it's a 90 Day Game. The 10th strategy of Survive and Thrive, here is how to create a plan for the next 90 days.

Start planning with the end in mind. The plan will be about the goals you want to achieve. The more granular you are, the more actionable. You have to consider inputs to get the outputs you want. What are key drivers to make your goals a reality? Focus on at least 12 goals, 1 week per goal over the course of 90 days.

Team members should have goals to help you reach your goals. There should be building blocks and drivers and measures needed to ensure you are achieving success.

Plans should take you from Survive mode to Thrive Mode in seven areas. Have action plans in each area to ensure your 90 days are saturated with value-based activities. Your team has to have plans that are comprehensive. Those areas are:

Survive and Thrive: 10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

- 1) *Finances*
- 2) *Product and Services*
- 3) *Delivery*
- 4) *People*
- 5) *Marketing (review the 5 Ways and marketing section)*
- 6) *Sales*
- 7) *External Environment (including Government plans or programs)*

THRIVE MODE:

To thrive, you need to think about FINISHING A BUSINESS. What is the date that the business will work without you? Remember Brad's definition "a commercial profitable enterprise that works without you".

Set a goal to get the business running without your daily input. It is a lofty goal but that is the best-case scenario. Remember you are building a business, building an asset, that can be sold for full value. Very few companies actually get there, because the business isn't done. It hasn't reached its full potential.

Businesses at under \$1-5 million are likely purchased by private-investors. Companies who have revenue over \$5 million are likely to be purchased by large more public investors. The multiplier for value is based on how the business runs independently. It doesn't mean you have to sell; the business can give you perpetual profits. The business serves you.

INVESTING POTENTIAL:

At this point the economic Fall is here and investment potential is huge. Capital is higher than value today. But because economic cycles happen over time, the current downturn will rebound and ultimately the curve for value will exceed the pre-crisis levels. There will be businesses that don't pivot, and you will have the opportunity to buy them or buy their customers.

The economic Winter we are facing is likely going to be shorter than other downturns, but you need to look for investment opportunities now. Buying opportunities are everywhere.

Brad Sugars' has several additional resources and companies that can help you SURVIVE & THRIVE.

[ActionCOACH](#)
[Luv4Marketing](#)
[The Bucket List](#)

To learn more about these concepts and much more check out Brad's 30X Business and Life Programs [available here](#).

WHAT'S NEXT?

Reopening. Relaunching and Restoring Business in this New Normal

Many states and localities are announcing plans to reopen businesses to bring our economy back from the brink. While it's great news that some areas may be ready to rebound, the fear, uncertainty and stress will increase if re-openings are done haphazardly and without care.

It's important that if your state or your counties are announcing reopening procedures, educate yourself on the requirements and restrictions to relaunch safely. Take these steps outlined by; <https://www.wallerlaw.com/news-insights/3616/Key-issues-to-address-before-reopening-after-coronavirus-COVID-19-closure>. The steps below were published by Waller Law on April 20, 2020.



- **Be Aware of State and Local Reopening Orders:** *State governors are responsible for making the final determinations about when and how to begin phased reopening. Local governments are developing reopening protocols too, which may vary widely from both the national and state guidelines.*
- **Brush Up on Your Insurance Coverage:** *It may be helpful for employers to spend some time with their insurance brokers to discuss their policies and ensure they are covered for various COVID-19 related possibilities. If you have employment practices liability insurance, which usually covers claims for non-bodily harm brought by employees, this may cover any claims that allege wrongful termination, failure to provide leave, OSHA violations, or similar violations of employment laws.*
- **Avoid ADA Issues:** *On April 17, 2020, the EEOC issued new guidance on the potential application of the Americans with Disabilities Act (ADA) upon return to work.*
- **Be Mindful of OSHA Obligations:** *The Occupational Health and Safety Act requires employers to ensure their workplaces are “free from recognized hazards that are causing or are likely to cause death or serious physical harm.*
- **Revise Employee Policies:** *Some state and local governments have suggested their reopening orders may require that businesses develop written policies, especially around social distancing, before being allowed to reopen. You may consider revisiting and/or memorializing instructions from your trainings, instructions for requesting leave under the Families First Coronavirus Response Act (FFCRA), protocols for employee screenings, rules for non-essential travel and social distancing, discipline for violating social distancing and similar precautions, and similar policies.*
- **Develop Protocols for Bringing Back Employees in Advance:** *Once the above protections are in place, most wisdom is that reopening should be done gradually, rather than bringing all employees back at once.*
- **Address Issues with Employees Who Do Not Want to Return to Work:** *Even once public health and governmental officials determine it is safe for employees to return to work, employees may still be*

reluctant to do so for a variety of reasons, address them ahead of time. These situations can probably be handled by talking to the employee, hearing their concerns, and trying to address them, which may be as simple as explaining the protections that have been put in place to keep everyone safe. You should take the steps already outlined to accommodate employees who are at risk due to medical conditions or to assuage the fears of employees with OSHA-type concerns.

- **Stay Vigilant After Reopening:** *While federal, state, and local orders may lift or loosen in Phases 2 or 3, you should stay vigilant about any potential threats in the workplace after reopening. Health officials recommend establishing protocols for what to do if an employee tests positive, the threat reemerges, or other unexpected events take place. This might include protocols for how to notify employees of concerns, quickly implement work-from-home procedures, and identify which employees would be considered “essential” in case of an emergency.*



You need to ensure cleaning and disinfecting processes are transparent and apparent to your customers. Communicate your plans with your customers and post your process in visible places within your business. Make sure that the staff and employees that you bring back to serve your clientele feel safe and protected as well. Provide masks, gloves and establish social distancing procedures that will give your team comfort and assurances that they will be protected. Here are some best practices;

- *Reminding sick workers to stay at home.*
 - *Establishing alternating days or extra shifts that reduce the total number of employees in a facility at a given time, allowing them to maintain distance from one another while maintaining a full onsite work week.*
 - *Providing workers with up-to-date education and training on COVID-19 risk factors and protective behaviors (e.g., cough etiquette and care of PPE).*
 - *Training workers who need to use protective clothing and equipment how to put it on, use/wear it, and take it off correctly, including in the context of their current and potential duties. Training material should be easy to understand and available in the appropriate language and literacy level for all workers.*
- <https://thinkcciq.com/reopen-your-business-covid-19/>

Survive and Thrive:

10 Strategies to Help You and Your Business Get Through the Coronavirus Economic Crisis and Beyond

Take time to consider what you are doing to ensure vulnerable populations get extra consideration.

Make sure that your reopening is also a positive community event. Find ways to give back and make your relaunch something to celebrate with little gestures of giving back. Perhaps you can set up a mask donating box and donate them to a homeless shelter in your location. Ask customers to donate an extra \$1 and put it towards a fund to send donuts or flowers to a local hospital to thank front-line workers. Offer discounts to nurses, doctors, paramedics, firefighters and police etc., as a thank you for their continued support and selflessness during this crisis.

You wouldn't be able to just open the doors and hope business floods back. Consider that your customers have become use to life without you, so now is the time to power up your marketing machine and increase the communication you do digitally to let your customers know you are back. Run a social media campaign, invest in some digital ads, send a personalized email to invite your customers back and welcome them.

Take steps to make your business safer. Consider...

- *Installing high-efficiency air filters.*
- *Increasing ventilation rates in the work environment.*
- *Installing physical barriers, such as clear plastic sneeze guards.*
- *Installing a drive-through window for customer service.*
- *Installing UV lights to help disinfecting surfaces*

<https://thinkccig.com/reopen-your-business-covid-19/>

Consider some other creative ideas to help you restart your business. Sidewalk sales or displays, outside seating, curbside delivery, and contact-less check out - just to name a few.

Whatever you do as you prepare to reopen, relaunch and restore some normality in your business, be thoughtful, be diligent and be hopeful.

ABOUT BRAD SUGARS

Brad Sugars started the ActionCOACH brand (formerly known as Action International) when he was in his early twenties. Today the company is internationally recognized as the leading global business coaching firm and one of the leading and most awarded franchises in the world today. So how did a twenty-something Australian create this global powerhouse? He did it through hard work, determination and a well-organized, systemized approach that leads businesses to profits.

“If **SUCCESS**
was EASY, then
EVERYONE *would*
be doing it...

- **BRAD SUGARS**



Brad Sugars has always been entrepreneurial. Even from a very young age, Brad was an entrepreneur. He displayed a natural curiosity for how to work smarter and get measurable results. When still at university, Brad Sugars ran several small businesses. Perhaps due in part to his talents which were developed at a relatively young age, Brad's ability to make companies from every conceivable industry flourish lead him to be known as "The Turnaround Kid". Brad Sugars was soon asked to speak to business owners and executives – sharing his tips and advice on marketing, sales, systemization and team building. Audiences were wowed. Brad's "pull no punches" approach was a refreshing change from other speakers at the time. The content of his events are filled with simple and easy ways to grow businesses. Brad Sugars' seminars quickly grew in reputation as the business building event to see.



BRAD SUGARS

Business owners started approaching Brad Sugars to consult about their businesses. Despite the demand for his services, Brad realized that consulting was not the answer. He wanted the business owners to implement the strategies he taught – but time restraints meant that he could not service the demand. It was then that Brad Sugars realized that the missing component between knowledge and implementation – was coaching and his company Action International (now known as ActionCOACH) was born. Brad Sugars started his business coaching company in Brisbane, Australia hiring and training business coaches to leverage his time and to help as many businesses as possible. After several years, yet again demand exceeded supply and he realized the only way to truly leverage his time and to provide coaching to as many businesses as possible was to franchise his concept.

Franchising not only afforded a pathway to international expansion; it also allowed his business coaches to own their very own business.

Today, ActionCOACH operates in over 70 countries and has more than 1,000 coaches around the world, coaching 15,000 business every week. The franchise has received numerous awards including Fastest Growing Franchise, Franchisee Satisfaction, Best Overall Company and has been named the number one business coaching franchise in the world every year since 2004. In 2006, Brad Sugars returned to the company as CEO and helped guide the company through an expanded period of growth and the challenge of changing economic conditions world-wide. Using the coaching strategies that have helped thousands of companies around the world, Brad Sugars and his executive team helped lead ActionCOACH and its coaches to some of its most profitable and best years ever ... in the face of challenging economic conditions. Today, Brad Sugars' official title is Founder and Chairman and President of ActionCOACH, and he and his team are taking "business re-education" to new, more innovative and exciting levels

In doing so, he continues to guide ActionCOACH, its franchisees and its clients to ever greater achievement and success.

Visit BradSugars.com to get more information About Brad and how to hire him as a keynote speaker for your next virtual even.



ABOUT ActionCOACH

The concept of business coaching, as it is widely known today, was pioneered in 1993 by the founder of ActionCOACH Brad Sugars. More than two decades later, the company that started it all is still on top. In fact, no franchise in the “business coaching” category is 10% of our size in total revenues. From a humble one-man-show operation to a multi-million enterprise, ActionCOACH continues to blaze the trail and serves as the business coaching industry’s most innovative company.

ABOUT OUR MISSION & VISION

ActionCOACH has goals to have “a coach in every business” and to spread “abundance through business re-education” globally. These simple and yet powerful goals comprise the Vision and Mission that inspire our community of business leaders to help spread the wealth wherever we go. We change lives for the better. We help businesses succeed, but most of all we help everyone that our organization touches reach their full potential and achieve their dreams.

ActionCOACHes can be hired and selected for any industry in which you operate. With nearly 1,000 experienced ActionCOACHes working in more than 70 countries all around the globe, we promise that we can find a coach



that works for your own personalized needs. Your coach will learn your business inside and out, and the advice and guidance you receive will be tailored to your business' unique circumstances.

Your ActionCOACH will not only provide you with the advice that you need, but will continue to follow up with you and evaluate your progress. Your personal growth will be nurtured and fostered as you grow and flourish within the program. Your ActionCOACH will construct an Action Plan that will put your goals and plans onto paper and hold you accountable for your own actions. No matter how long it takes, we will not leave your side until we know you are ready to soar.



Visit [ActionCOACH.com](https://www.actioncoach.com) to learn more, connect with a coach or to find out about our franchise opportunities.