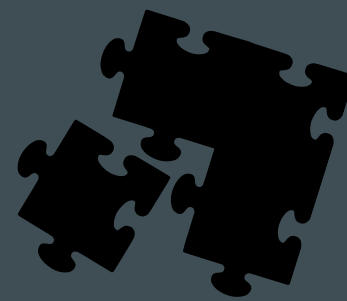


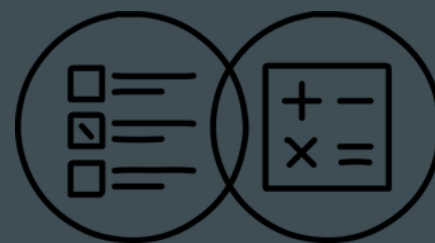
Strategy

- Stabilise – protect your existing business & best ensure it is able to continue.
- Complete your business impact analysis
- Communicate with your customers
- Whilst all else is happening, keep in sight your revenue generation
- Review the business plan and develop your contingency plan for a min 90 days, but also keep it live and current
- Stress test the business and model out 'what if' scenarios. Think clearly, not emotionally
- Exercise reasonable care, skill & diligence
- What is the impact on your offering? Positioning, pricing, potential pivot?
- Be open to thoughts of others (internal and external)
- Review your people resources, with sensitivity (pay as usual, reduced hours, sick pay, lay-off, furlough, redundancies)
- What are the opportunities?
- Communicate effectively to all stakeholders
- Review your KPIs around the right activity and the real numbers that will influence what needs to be done
- Continue investing in your business, where possible



Operations

- Review the ability to deliver your product or service
- Understand your key risks across all operations
- What 'must' be done today and what can wait for another?
- Prioritise your High Pay Off Activities that have to be undertaken without distraction
- Undertake a technology review - is your infrastructure set up for remote working?
- Is your data safe with new ways of working, accessing? Consider your cyber security, data transfer, paper storage and have standard operating procedures for any human actions
- Review operational activity with your key partners
- Check your logistics and supply chain capability and manage any risk
- Review contracts – will 'Force Majeure Clauses' be used if worried about the non-fulfillment of contractual obligations.
- Still operating premises? How will you comply with social distancing for your team and customers?
- Are any unoccupied premises secure?
- Will any premise closure impact your equipment warranties, if maintenance and checks can't be completed
- Check your insurance policy for changes in working practice, work locations, new products, etc
- Create or Review your systemised processes.



Cashflow

- Collect your debtors ASAP. Be persistent.
- Cost management - Review, not just cut, your overheads. Reflect and manage.
- Run financial risk assessments, especially for cashflow
- Forecast your known income and expenditure for the next min 3 months.
- Run 'what if' scenarios (eg income impact, cost reflection, how team impact on sales and expenses)
- Do you need to raise finance?
- Consider the government support schemes (grants, business rates relief, tax payment delays, interest free loans)
- Keep your existing lenders close – obtain any finance agreement before you desperately need it.



The Lockdown 'Business Protection' Contingency Plan

A business protection & continuity blueprint for your business

Plan through the lockdown, survive and thrive

Your People (inc sub contractors)



- Do HR policies or contracts need variation?
- What leadership is required for your team right now?
- Keep everyone updated on the actions being taken to reduce the risks of exposure in the workplace (which may now be their home)
- What is your flexible working plan?
- If working from home, how are your team set up? (Equipment, Communications, DSE Assessment)
- Emotional Support - What else are they worried about (eg home schooling, care for others, family finances)?
- Maintain communication with your team and reassure when needed (be proactive, give confidence, guide, advise, inform)
- Retain the culture and atmosphere of your usual work location with remote workers
- How are they managing change?
- Be mindful of their mental health and wellbeing?
- Are you able to keep your team productive? Do you have sufficient work to occupy them in an efficient, effective way. If not, do you need to consider 'furlough'.
- If they are feeling unwell, how will they report their sickness?
- What if they don't want to work due to potential risk, especially if 'high risk'?
- If anyone is showing symptoms, how will you correctly communicate this to the team?
- If travelling, how can they avoid public transport?
- Make sure everyone's contact numbers and emergency contact details are up to date
- Continue investing in their personal development, utilising online resources
- Hire? Are some good people more available?

Tip: encourage your team to avoid speculation and gossip. Only go to reputable sources. Fake news, rumours and speculation will fuel your worry, anxiety and stress, whilst also draining that valuable time.

Marketing



- Evaluate your digital strategy (resources, organic, paid for, content)
- How is the situation impacting your ideal customer?
- Has your audience changed where they hang out (eg dropped off or increased use of social media)
- Do you need to shift market?
- Ensure your value proposition is clear and compelling, but sensitive.
- Review your collateral
- Reflect on your tactics and their success in lead generation (for now and after lockdown) - repeat what really works
- Keep the lead sources flowing
- Ensure any new activity is GDPR compliant?

Other

- Choose your attitude
- Don't Panic, Keep Calm
- Be ready to make rapid key decisions
- Stay positive. It will be hard, but not impossible
- Use your time effectively
- Plan the activity. Deliver the activity needed
- Execute the plan.
- Control the Controllable - Concern yourself with what you can influence.
- Support each other - Check in with someone every day
- Stay at home
- Keep safe and healthy
- Review your personal financial circumstances
- Be ready to re-emerge, as this will pass.
- Keep the roots strong and the business will flourish

