

A 30/60/90 Day Plan

For Pivoting Your Business During COVID-19

30

RESEARCH & DISCOVERY

- Contact your local SBDC office to begin/connect with a Business Advisor
- Compile contact information for all employees, suppliers, utilities, service providers, lenders
- List monthly expenses/debt obligations as they are now
- Play financial offense with money owed to you; defense with money you owe
- Connect to local Chamber of Commerce – aim to be known
- Google your business – check for accuracy, responsiveness, content, messaging
- Conduct a social media audit of competitors – adopt new ideas
- Inventory systems & processes; consider upgrading/negotiating/financing payment terms to coincide with the recovery
- Set priorities for the next 60 days

60

POSITION & STRATEGY

- Hit the reset button – view your business as a start-up
- Perfect time to learn social media, bring in new tech, paint the walls
- Prioritize positions you need and want
- Determine products/services that need to change, and how
- Try practice runs – pick 10 customers – get input/feedback
- Create customer profiles – deepen understanding of buying habits
- Review product ratings & online reviews – analyze historical data
- Company-wide accountability chart
- Consider paying for shortcuts

90

EXECUTE & PRODUCE

- Hold yourself and the team accountable
- Do a little more than expected – increase your pace
- Resolve conflicts quickly – listen carefully to critics
- Prepare weekly cash flow forecasts – manage your weekly break-even
- Daily huddles – articulate and define goals – stay connected to the mission
- Acknowledge progress; assess strengths/weaknesses
- Address COVID safety concerns – promote your responsiveness
- Refresh your storefront/brand – look different – be noticeable