



How to be a Resilient Business Owner During Disaster

Communicate, Communicate, Communicate

Meet consistently and frequently with employees to divide any work that can be done at this time. Don't bear the load alone. Engage your team. Cross train. Learn new skills, Delegate. Discover what you can do to support each other. Use their knowledge of your business to look for ways to improve.

- Be compassionate and authentic.
- Explain the why behind your actions.
- Be a good listener.
- Be clear about your needs and commitment to leading the company through crisis.
- Ask about their needs and be creative about what you may have that they need.

List, specifically, who you will communicate with:

Employees	Customers	Vendors

Professionals	Lenders	Others



**ACCELERATING
BUSINESS SUCCESS**

What information do you want to share?

What work can be delegated to employees:

What projects can be started, skills or cross training can be learned:

How to make money, NOW

What marketing tools need updating?



**ACCELERATING
BUSINESS SUCCESS**

What can you move, create, bundle, or engage online?

What inventory or supplies can you sell, rent, bundle or teach?

What do you have or know of value that you can sell that you may not have thought of?

What future sales, discounts or gift cards can you offer?

What customers to you need to collect from and what can you offer them?

What items or services need to be re-priced to be more profitable?



**ACCELERATING
BUSINESS SUCCESS**

How To Save Money, NOW!

Line Items to Reduce or Eliminate	Partnerships to Create	Vendor discounts and pricing to review

Insurance Policies to Review	Utilities and Leases to defer	Taxes to Review