

COVID-19

BUSINESS LEADER'S CHECKLIST

LEADERSHIP

- Leaders proactively communicate in some way with employees, your Board President and customers daily.
- Leaders have a personal support system including a coach to help them stay positive and resilient.
- Leaders remind themselves of The Stockdale Paradox daily.

STRATEGY

- A new SWOT analysis is completed and updated for current market realities.
- Core competencies are revisited, clarified and top of mind.
- Pricing strategy is reviewed and updated if necessary, for current market realities.

TALENT

- Core Values and Core Purpose are shared actively and positively during daily communications.
- Employee policies are aligned with local, state and federal government requirements.
- Employees and their families are taken into consideration through change in market conditions.

EXECUTION

- Online productivity and communication tools are selected for virtual work.
- Suppliers at risk of disruption are mapped and replacements are identified.
- Leading metrics (KPIs) to report on demand, cash and safety daily are in place for monitoring.

CUSTOMER

- Connections are made regularly with empathy, care and curiosity.
- Changes in your customer's business dynamics and financial profile is understood.
- Customer Experience is reviewed, refined and updated for current market conditions and increased value.

SYSTEMS

- A tactical 90-day plan for implementing digital tools and virtual tools is built.
- The Crisis Management Plan and emergency procedures are up to date.
- Your Core Processes are reviewed, charted and modified for current market conditions.

PROFIT

- Three revenue forecasts are prepared based on the rapid changes in demand.
- Expenses are categorized as mission-critical, important and non-vital.
- Loan terms, debt repayment and vendor payment terms are reviewed and modified as necessary.

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