

## **Strategic Planning**

### **Navigating through the Coronavirus Pandemic**

- Modify operations to protect your employees and customers.
- Update systems and processes to operate within the restrictions of the Shelter in Place Order.
- Supply Chain. Contact vendors to determine if there will be any interruptions and adapt as necessary.
- Constant Communication with team and customers how you will be conducting business during this time.
- Consult your HR advisors regarding current laws up through April 1, 2020, and new laws as of April 2, 2020.
- Finances. Determine fiscal impact on your business
  - i. Current assessment of your financial position.
  - ii. Update your sales projections for next 30 days, 90 days and remainder of 2020.
  - iii. Update cash flow projections immediately
  - iv. Consider lines of credit increases from banks and/or funding from SBA programs. [www.disasterloan.sba.gov/ela](http://www.disasterloan.sba.gov/ela) .
  - v. Consistently monitor your progress and adapt as necessary.
- Consider new or expanded ways to provide your product / service to the public.
- Contact your insurance carrier to see if business interruption coverage applies to your situation.
- Do not go through this alone – learn from other business owners and advisors.