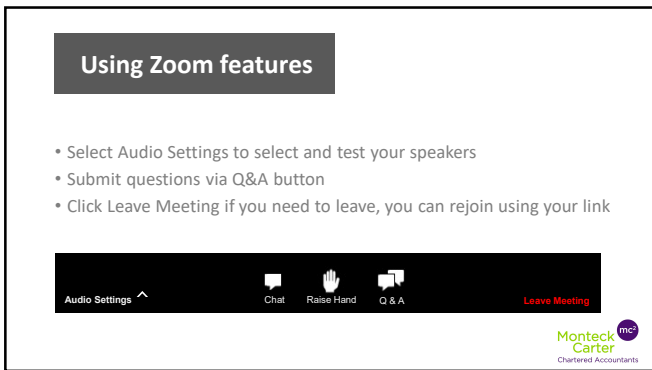




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Thought of the day



"It's not the strongest of the species that survives, nor the most intelligent; but the one most adaptable to change."

- Charles Darwin

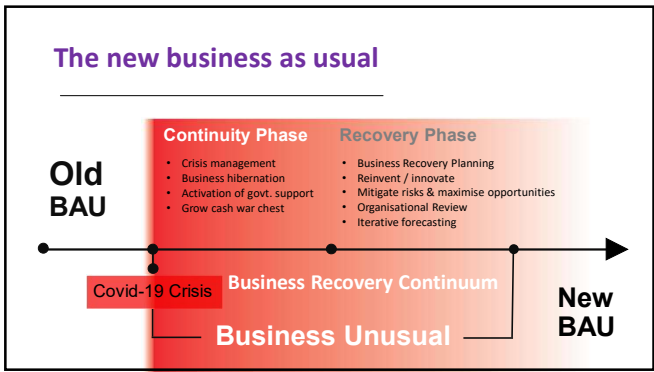
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Agenda



1. Lessons from lockdown.
2. Choosing to change.
3. The fundamentals of adapting your business.
4. Leaving no stone unturned.
5. Pulling it all together into a cohesive plan.
6. Your next steps.
7. Support available.
8. Q & A.

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Lessons from lockdown - essentials



- Innovation
 - New methods, ideas, products
- Re-engineering
 - Re-designing processes to adapt to the new ways of working.
- Adaptation
 - Changing the delivery of products/services
- Widening your lane
 - New products/services



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Other lessons from lockdown

- When forced upon us, change can happen fast
- Working from home is great for some and sucks for others (businesses and team members)
- Technology can be your friend (if you're agile) or enemy (if you're slow to adopt)
- A war chest of cash is not a nice to have; it's a must have

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Choosing to change



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OARBED

V I C T O R	Ownership	Speaking from the "I..." Being the adult - taking control. See it, do it, own it.	C H O I C E
	Accountability		
	Responsibility		
	Above the line		

V I C T I M	Blame	Speaking from the "You..." Being childlike, feeling out of control. Ignore or wait and see. 'It's not my job'. No initiative.	J U S T I F Y
	Excuse		
	Deny		

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A

The 5 A's of Change

1. **AWARENESS**

If I don't make the necessary changes, the business will be impacted and my profit will drop.
2. **ACCEPTANCE**

I accept that for my business to grow I must free up my time and empower my team.
3. **ACTION**

The action I will take is to create my Business Plan so I can keep track this year.
4. **ACCOUNTABILITY**

I need someone independent to hold me to account or it just won't happen.
5. **ACKNOWLEDGEMENT**

I have some bad habits to break. I need to give myself and my team positive reinforcement when the changes are actioned.

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Atomic Habits

OUTCOME-BASED HABITS
IDENTITY-BASED HABITS

VS

Adapted from material developed by James Clear.

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The Rubber Band Model

If you have to decide between two good options, ask yourself what is holding you, and what is pulling you?

WHAT IS HOLDING YOU?

WHAT IS PULLING YOU?

Created by Mikael Krogerus and Roman Tschäppeler

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The fundamentals of adapting your business

- Take a team approach
- Make a plan
- Do a personal and business budget
- Complete a risk analysis
- Do pre-work
- Have someone independent help you through the process
- Ensure you're accountable to someone

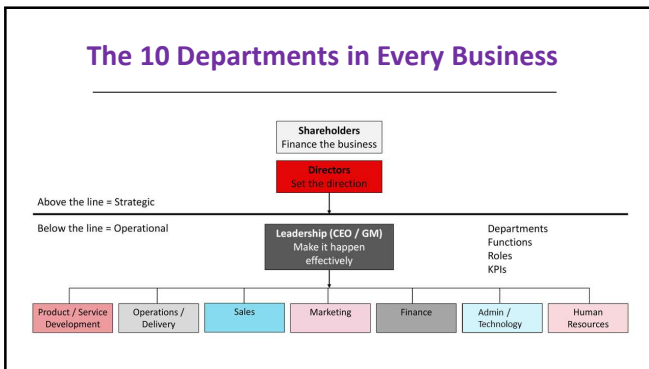
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Working on vs in your business

<p>THE JOB: Set the Vision and determine the strategies to get there.</p> <p>STRATEGIC</p>	<p>GOVERNING</p> <p>Accountable to: The Shareholders and The Company</p>	<p>Governing in action:</p> <ol style="list-style-type: none"> 1. Determining Purpose. 2. Effective Governance Culture. 3. Holding to Account. 4. Effective Compliance.
<p>THE JOB: Implement the strategies to deliver the Purpose and achieve the Vision.</p> <p>OPERATIONAL</p>	<p>MANAGING</p> <p>Accountable to: The Board</p>	<p>Managing in action:</p> <ol style="list-style-type: none"> 1. On track to achieve goals. 2. Performance of 7 Departments: <ul style="list-style-type: none"> - Product / Service Development - Operations - Marketing - Sales - Finance - Admin / IT - Human Resources

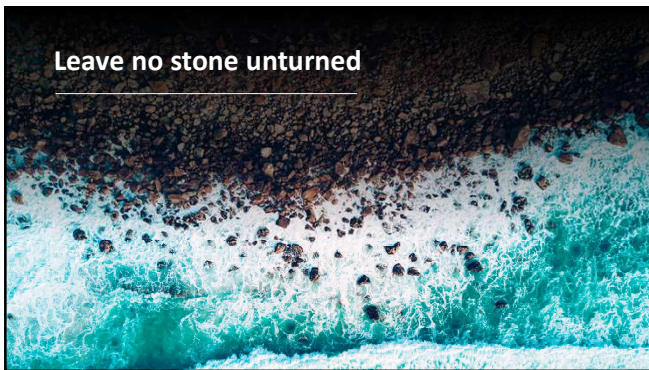
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The 10 Departments in Every Business



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Leave no stone unturned



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Stones to look under

Marketing

In what ways have you 'virtualised' the customer experience and how have you marketed this?

How can you improve inbound digital lead generation? E.g. website performance, social media strategies, content of value, etc.

In what ways have you 'virtualised' the customer experience and how have you marketed this?

What is your communication and support plan for key customers to maximise retention?

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Pulling it together into a cohesive plan

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Your Next Steps - The Results Mindset

"The power of an idea is in its implementation." - Michael Sheargold

D × A × A = R

DECISIONS × ACTIONS × ACCOUNTABILITY = RESULTS

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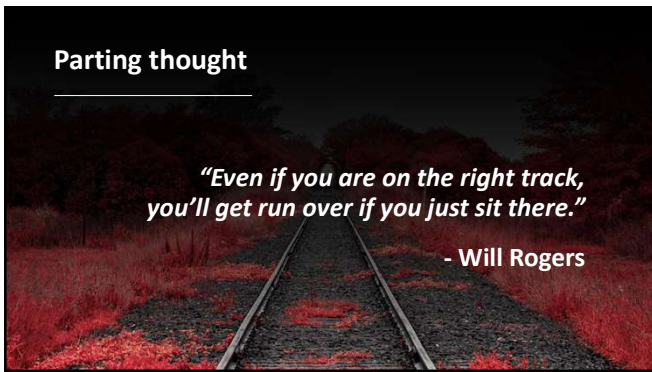
How we can help you

1. Online Business Recovery Planning Session - \$2,500+GST
2. Online Business Recovery Planning Session with Finance Application - \$4,000+GST
3. Complimentary Business Recovery Review - FREE
4. Complimentary meeting - FREE

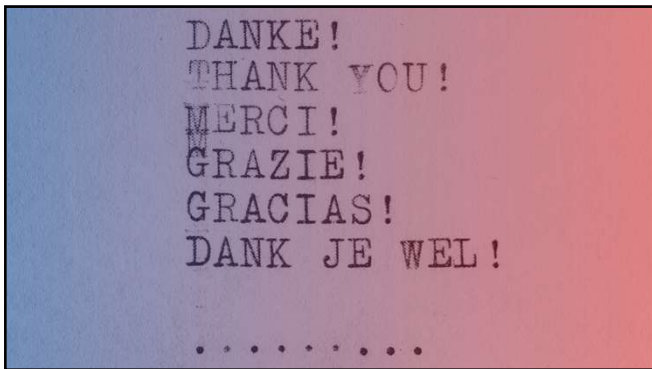
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