



FIVE SMART MOVES YOU CAN DO NOW FOR BUSINESS RESILIENCY DURING & AFTER COVID-19

April 13, 2020

As we jointly and urgently move forward in navigating business remotely—testing new ways to remain productive, connected, and safe during these times—many communities and fellow business owners are strategizing on how to return to business robustly and stronger, while still adhering to necessary precautions for the foreseeable future. Take advantage of these five moves you can do now to set your company up for sustained recovery and success:

- 1 Flexibility is key.** Take a deep breath. Remaining agile and flexible is critical in your success operationally. Focus on fully integrating remote working models and look for new opportunities to reframe your operations to conform to this potential long-term modality of support and services. Evaluate teams and processes: how can they stay connected and in communication? What are your key priorities and how can they be managed with essential personnel on site and others collaborating offsite? What new responsibilities can your teams absorb to keep operations moving and supported? Remain fluid and responsive.
- 2 Reimagine & revise your business strategy.** It's no longer business as usual...but maybe that can be a good thing. While monitoring disruptions and remaining agile is key, now is also the time to quickly address former assumptions, shore up weaknesses, and strengthen your business with recovery in mind. Once you have defined and stabilized your critical goals and services, what else can you provide? How do you leverage your team's talent and core foundational principles to adapt and/or expand new offerings or solutions? Simultaneously, what is no longer serving your goals? What business weaknesses are holding you back and require re-evaluation? Do you have a contingency operational and financial plan in place based on specific conditions and actions designed for long-term stability? Remain nimble: assess, re-assess, re-set, and implement.
- 3 Maximize local & national support.** Take advantage of local and federal aid packages designed to maintain operational and financial health. There is no need to incur further negative impacts when programs like this can lend stability toward optimal recovery and balance. Turn to data-rich resources such as the [U.S. Chamber of Commerce](#) and [U.S. Small Business Administration](#) for tips, strategies, and actions, covering everything from payroll insights to tax relief to small business grants to fundraising to managing insurance, utilities, rent and more. Where can you use additional support? Remain diligent in connecting to valuable resources that can make a big difference, today and in the foreseeable future.

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4 Communicate, frequently & transparently. Stakeholder communications is more critical than ever. Retaining connection across leadership, service & healthcare teams, staff, families, residents, contractors, service providers, suppliers, and more will keep everyone informed of your evolving operations and practices during this time while proactively reducing stress and insecurity. Make sure you are communicating up-to-date safety guidelines per [CDC](#) and following through on best practices. Do your internal teams understand what is expected of them? Are your residents clear on safety precautions and ways they can connect with staff? Does everyone have access to your communications? Have you provided multiple means of communication for now and future recovery: signs, email, phone calls, social media, internal newsletters and more? Are communication systems operational and functional? Are you maintaining social media and/or website updates? Do you have a crisis communications plan in place? What can be strengthened based on lessons learned from this crisis experience? Remain open, transparent, and clear in your communications.

5 Do the right thing. Above all, do not ignore the health and wellbeing of your staff, residents, contractors and everyone for whom your business engages; now is the time to practice kindness and compassion, too. Respect and understand how individuals may be dealing with the crisis, and establish guidelines for managing unique needs and circumstances. Is anyone feeling overwhelmed, unclear or unfocused? What security can you provide? Provide safe spaces, even remotely. Your business is also part of the broader community. How can you support your internal and external community best? Can you offer safe delivery or transportation services to people in need? What are ways you can engage your local community to lift spirits? Remain flexible in not only your business practice, but with your people and community at large.

Need additional support or just a means to bounce ideas and brainstorm?

S|365 is available for remote consulting sessions focused on community development, process & system improvements, strategic interior design & planning, and considerations for managing resident transitions to your community & communications. Contact Jacquelyn Rardin, Director & Lead Design Consultant at JRardin@s365cd.com to learn more.