

CRISIS MANAGEMENT PLAN: 2020 ULTIMATE CHECKLIST FOR YOUR BUSINESS

1. Put people first

- ☐ Keep people safe. Follow all the guidelines provided by the leading global health authorities, the government or local authorities.
- ☐ Support anyone from your organization who got sick as well as think about the ways to support their families.
- ☐ Set up transparency in communication. If there are any changes or updates, inform your employees.
- ☐ Assist in arranging remote work. Make sure your employees have all the necessary tools for productive online collaboration.

2. Conduct analysis

- ☐ Use scenario planning. Identify all the uncertainties that might damage your business relying on data and analysis.
- ☐ Conduct gap analysis to examine and assess how your business performs and identify where you want to see it.
- ☐ Work with the team. Address all the findings of your analysis and think over the ways to bring them to life with the responsible team.

3. Optimize cash flow

- ☐ Cut down on non-essential expenses except for health insurance for your employees.
- ☐ Talk with your property owners and discuss the rental cost.
- ☐ Stop new launches and experimental activities.
- ☐ Prioritize marketing campaigns.

4. Promote constant communication with partners and stakeholders

5. Analyze your products and services

- ☐ Analyze your products and services and figure out those that are needed most. Stop producing or delivering those that have no or minimal demand.
- ☐ Think about diversification if your products or services are not in demand during the crisis.

6. Look for local alternatives suppliers

7. Stay close to your customers

- ☐ Think about special offers.
- ☐ Reach out to your customers. Show that you care about them and offer ways to cooperate with them. Ask how they are doing and if there is anything you can do for them.
- ☐ Adjust your marketing. Update your positioning and consider microtargeting if needed to better serve your customers.
- ☐ Think about additional value and the way to deliver it. It can help you stand out among competitors.

8. Manage your resources even better than before

- ☐ Work with human resources. Quality employees are one of the most valuable assets of a successful organization.
- ☐ Optimize resource workload. Proper resource allocation helps keep everyone's workload on an optimal level.
- ☐ Apply knowledge management techniques to keep everyone informed and updated.
- ☐ Prioritize time resources. Try to save it as much as possible. Use special tools to visualize and keep workflow.