

# CoreValue®

*“Slow down, take a deep breath, and take Control”*

## Owners Covid19 Survival Guide

### **30 Minute – 3 Step Survival Tool**

#### **Purpose:**

In less than an hour, create an actionable plan for your business, and your family.

#### **Background:**

We have spent 20 years in the trenches, working with thousands of businesses, helping hundreds of owners and businesses in severe distress. Here is what we learned...

Obstacles are those frightful things you see when  
you take your eyes off your goals.

*Henry Ford*

#### **How to save/protect your business:**

*Close the door, shutoff the phone, breath, and take control – follow these 5 steps*

1. Define Priorities: focus only on the greatest threats to your business
  - a. There are only two kinds: “cash in” or “cash out”
  - b. Use the attached worksheet to find them
  - c. Put them in order – name them, it’s personal
  - d. The critical challenges will be obvious
2. Create a “simple” plan: fix the one thing that puts you at greatest risk, first...
  - a. Play what if ... look out three moves
  - b. Goal is to live 6 months
  - c. Be open to all options
3. Talk with an Advisor: we’re all in this together, find someone you trust
  - a. Call them
  - b. Be Open
  - c. They are outsiders, this is powerful and good
4. Then Talk it through, share your plan, you’ll be amazed at what happens
  - a. Talk with Customers: start big (80/20 rule) and know their plan
  - b. Talk to Suppliers: start with the critical, be open they need your plan too
  - c. Talk with Employees: they’re scared too and will help
5. Move the Ball: take action hard and fast
  - a. Start with threat one – named? – get it done
  - b. Next on the list ...
  - c. Just the act of doing something, changes everything

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## 30 Minute – 3 Step Survival Tool

**Print** this simple form, **get a pencil** and **close the door** – find the threats

- Next 6 months, best guess (back of envelope), 80/20 Rule
- Only use cash you will receive or need to pay out
- Most important, those you cannot lose come first
- Remember: banks, lenders and credit card companies are just Suppliers – talk to them.

Cash on hand: \_\_\_\_\_

Available credit: \_\_\_\_\_

Customer	Mar	Apr	May	Jun	Jul	Aug
1						
2						
3						
4						
5						
Others						
<b>Total</b>						

Employee	Mar	Apr	May	Jun	Jul	Aug
1						
2						
3						
4						
5						
Others						
<b>Total</b>						

Supplier	Mar	Apr	May	Jun	Jul	Aug
1						
2						
3						
4						
5						
Others						
<b>Total</b>						

The math: Customer cash-in (-) Employee and Supplier cash-out: **now talk to an advisor**

**NET**