Advice to Business Owners: Economically surviving the COVID-19 Crisis
Key Lessons from the Past for the Future

– Take care of your people – be in it together.
– That doesn’t mean business as usual, staying the course, paying everyone as usual. Make the hard decisions. Now.
– We are in a recession. Deep / short. Very deep. Q2 is at a standstill, likely won’t move to the positive until at least Q4 2020.
– Fight for share.
– Think “Right-to-Left”
  • Snuggie versus Slanket.
  • When we’re up, you’ll need to ramp up quickly. Be prepared.
  • Where do you want to me in October?
– Liquidity, liquidity, liquidity (lowest interest rate environment in memory).
– Transform for disruption if possible. If you have the flexibility, use this as an opportunity to invest in the future.
What do the following images have in common? (on a more optimistic note)
On a more optimistic note

Principle of Unanticipated Consequences (The importance of the Wake)

... a bit of a teaser for the (virtual) national conference!
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