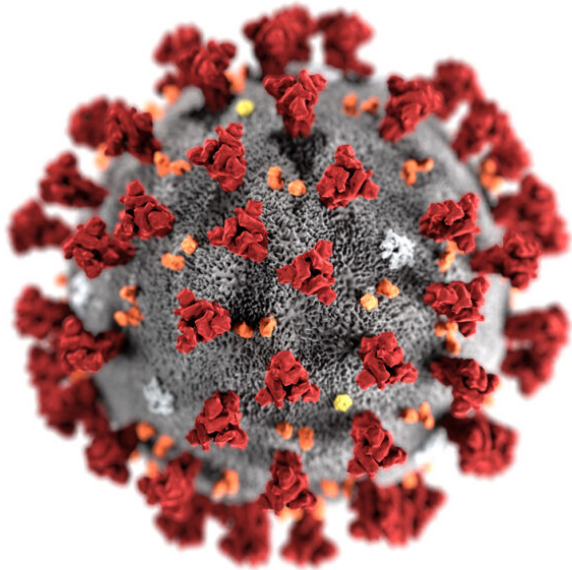

William Putsis
Professor of Marketing, Economics and Business Strategy



Advice to Business Owners:
Economically surviving the COVID-19 Crisis



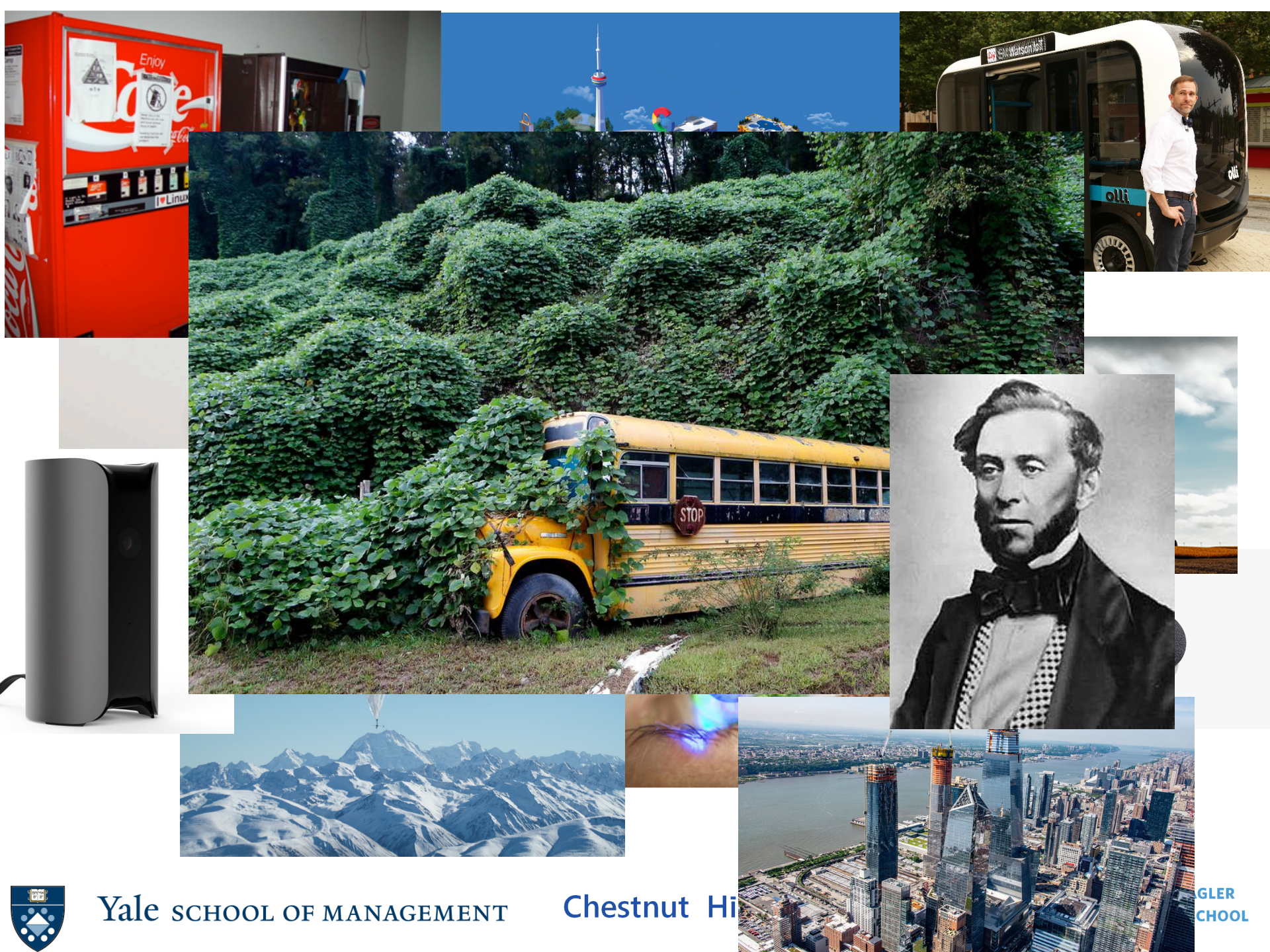
Key Lessons from the Past for the Future

- 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 be 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)





Yale SCHOOL OF MANAGEMENT

Chestnut Hill

GLER
CHOO

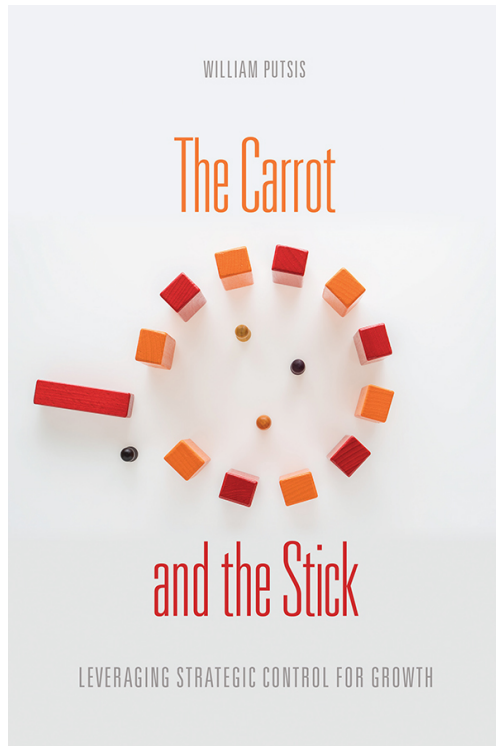
On a more optimistic note

Principle of Unanticipated Consequences
(The importance of the Wake)

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



The Carrot and The Stick



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www.competingsmarter.com

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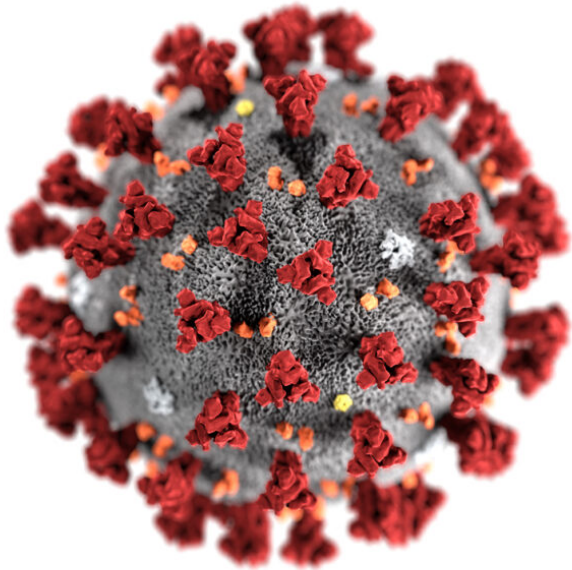
Blog (shorter)

Blog (longer)

Company



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