

Calm in a Crisis

Making the best out of unforeseen challenges



There are 5 key things to be doing right now:

1. Getting a **fit for purpose financial strategy** that maximises all sources of support and income to help you survive the next few months.
2. Building **short-term “customer management plans”** for your key customers – understanding the risks and identifying win-win tactics.
3. Finding a **“situation relevant” version of your offering** – what is it that you can offer now that can appeal to and add value to your customers.
4. Creating a **viable “future state” (“when all of this is over...”)** that your customers/potential customers can buy into.
5. **Coming back stronger**: protecting the social and emotional wellbeing of staff members – and getting projects done that engage and motivate them.

Crystallising your thinking.

1. Getting a fit for purpose financial strategy

maximising all sources of support and income to help you survive the next few months.

WHAT NEEDS TO BE DONE

1. Assessing what is needed for 'life-support' over various timeframes
2. Building a realistic picture of the landscape of sales in your current business model
3. Understanding the potential impact from 'situation relevant' sales initiatives
4. Deciding how to manage your cost base
5. Sourcing financial support; from government backed initiatives and loans, bank support and private funding sources

YOUR KEY THOUGHTS

2. Building short-term customer management plans

understanding the risks and identifying win-win tactics for your key customers

WHAT NEEDS TO BE DONE

1. Speedy customer base (broad brush) segmentation – agreement of ‘macro approaches’
2. Key customer management plans – specific tactics & actions based on a structured format and approach
3. Support with execution management, query management and on-going communications

YOUR KEY THOUGHTS

3. Finding a “situation relevant” version of your offering

what can you offer that will appeal to and add value to your customers and not break the bank (at a time where they will be nervous about spending money)

WHAT NEEDS TO BE DONE

1. Speedy review and crystallisation of a ‘situation relevant’ offering
2. Structuring of ‘product’, ‘campaigning’, ‘sales’ and ‘operational’ methods and processes in order to go live as soon as possible
3. Management of messaging so that it is appropriate and seen as the right way to help, a fitting way to ‘keep the lights on’ without cashing in.

YOUR KEY THOUGHTS

4. Creating a viable “future state” (“when all of this is over...”)

that your customers/potential customers can buy into – and encouraging them to engage with you now for future work

WHAT NEEDS TO BE DONE

1. ‘Forward selling’ solutions so that customers can ‘start again’ from a position of strength. Win-win early bird offers (with ‘now’ teasers’ & interventions)
2. Building a proper re-launch plan – including all lessons learned from how ‘doing business’ has changed in this period
3. Supporting and guiding team members’ emotional wellbeing during this difficult period
4. Being ready to:
 - a. Press go
 - b. Manage the ‘dam’ re-opening

YOUR KEY THOUGHTS

5. Coming back stronger

doing the things that you know you always intend to be doing but can never find the time to do

WHAT NEEDS TO BE DONE

1. Crystallising, articulating and delivering 'best use of time' internal activities; getting things going asap so that initiatives can have an immediate impact
2. Focus on looking after the social and emotional wellbeing of staff members – keep them motivated and engaged in the face of external pressures
3. Concentrate on issues such as:
 1. Staff training and development
 2. Organisation and role improvement
 3. New product & innovation planning
 4. Sales toolkit development
 5. Operational processes & systems improvement
 6. Marketing content development
 7. Longer term strategy planning

YOUR KEY THOUGHTS

Our offer of help.

If all this feels a bit too much to think about just ask us for some help.

We'll happily spend 30 to 45 mins on a call just working through this and getting you to some clarity. No charge, no expectation of anything more than a useful conversation (unless you need something more), just sharing our skills and experience to keep you moving.

Just drop us a note at help@firestartersolutions.co.uk and we'll organise a time.

Thank you for reading

Please get in touch with us to discuss your options

help@firestartersolutions.co.uk

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