



WHAT YOU CAN DO FOR YOUR BUSINESS

During this Time

FOR THE OWNER/LEADER

Set a Schedule & Begin Making Decisions



- Go,Go, Go will exhaust you. This is a crisis, but if you don't **take care of your health, sleep and nutrition**, your brain won't work well for problem solving and leadership of your business.
- Don't stall out, **move forward with the information you have at the time**. If you are not moving, you can't change direction. **Making decisions puts you back in control, but don't panic in the decision making**. Bounce your decisions off others.

MANAGING REVENUE & EXPENSE

Revenue



- Got some outstanding receivables? **Work on your collections**
- **Explore an Economic Injury Loan through SBA** rates are 3.75% for business and 2.75% for non-profits
- Figure out what you can **sell online, or deliver to the sidewalk**, or implement a new product idea.

Expense

- **Start with your largest expense items in your budget** and see what you can do to reduce. If it is payroll and you have more than 3 staff, **explore WorkShare** partial unemployment benefits
- **Talk to your banker, mortgage lender, landlord, utility provider** and ask for some payment deferment.
- Work to **align your expense reductions with revenue reductions** - I know easier said than done, but give it your best shot!
- **Take advantage of economic stimulus packages** as they become available

CONNECT & COMMUNICATE

Reach Out



- **Ask for help** - Connect with other business owners on what they are doing, **share ideas, problem solve together**.
- **Connect with each other virtually through our business building events** to maintain community and to get innovative and creative about your business
- **Communicate with the Tigard Chamber your solutions, tools and victories**, so we can share with others
- **Learn** to Zoom, use Microsoft Teams, Go To Meeting and wide variety of **connection tools**
- **Be transparent** in communications where possible with your employees, not fear based but **leadership based communication**

GET CREATIVE & ADAPT

Leverage This Opportunity



- Figure out what you can sell online, or deliver to the sidewalk or home, or **implement a new product idea**. Many members can help you with the tech to make this happen
- Take unplanned business downtime if it presents itself to **retool, learn and work on your business** instead of in it
- As things continue to change, **adjust, adapt and change direction**. The adaptive and creative will survive.
- Ask for help from others, **create your own mini think tank**