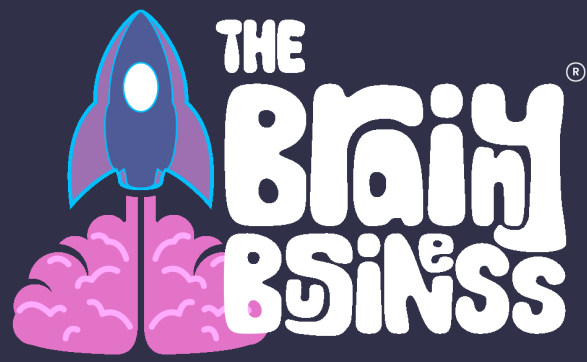


CORONAVIRUS

BUSINESS STRATEGY WORKSHEET



The status quo is already shifted, so it is the perfect time to take a look at your business model to better serve customers (and remain profitable) during COVID-19.

The brain's natural reaction is to tread water until things normalize - but smart businesses will see an opportunity to adapt and be stronger. Embrace the change. Use the prompts below to get started.

If your business could only operate virtually for 3 years, what would you do?

Yes, this is (hopefully) an exaggeration, but helps to force you to think differently. Consider what you could sell or offer. How would things change for employees and customers? How could it be better?

What do clients/customers need right now that you can provide?

This could be an existing product you feature (perhaps with a slight messaging tweak), or a brand new product or service you develop and offer for a limited time or ongoing.

What problem can you solve?

People and businesses have different concerns now - what are they already thinking about?

If you were brand new to your industry, how would you approach this?

Get your brain unstuck and look at a new approach. Also ask things like, "What would Amazon do?" or "How would Steve Jobs solve this problem?" to incorporate a new perspective.

Want Help?

Consider a Virtual Strategy Session. Email melina@thebrainybusiness.com for details.