

HELPFUL TIPS ON KICKSTARTING YOUR BUSINESS DURING & AFTER COVID-19

STAY IN TOUCH WITH EMPLOYEES, VENDORS AND CUSTOMERS

EMPLOYEES You want to retain the key people who drive your business! Utilize email, phone calls and virtual meetings to keep them posted. Employers should consider how and at what rate to bring employees back from furlough, including notification, phased rehiring, and potential new hires. Consider establishing alternating days or extra shifts that reduce the total number of employees in a facility at a given time, allowing them to maintain distance from one another while maintaining a full onsite work week.²

VENDORS Prepare for supply chain contingencies. Vendors whom you normally buy from may not reopen at the same time when you do.²

CUSTOMERS Make sure to communicate clearly and consistently with your customers.³ Even if your business is currently in the worst-case scenario and is shut down due to the coronavirus, keeping your business top-of-mind is crucial to winning back their business when it's time to reopen.¹ When you reopen, are you going to limit in-person meetings? Utilize Zoom or GoTo Meeting? Communicate this with your customers so you're on the same page. Utilize social media and Google platforms. Continue to update your days and hours of operation as well as any upcoming specials to rebuild awareness, then interest.⁴

This information was compiled by the Wood County Economic Development office from various sources. Check out our sources for more info: 1. <https://upserve.com/restaurant-insider/reopening-restaurant-after-coronavirus/> | 2. <https://www.heraldtribune.com/business/20200330/business-life-after-covid-19> | 3. <https://www.entrepreneur.com/article/347913> | 4. <https://thriveagency.com/news/10-digital-marketing-ideas-to-consider-during-the-coronavirus/> | 5. <https://www.dexcomm.com/blog/4-ways-to-help-your-business-recover-from-covid-19> | 6. <https://hbr.org/2020/04/preparing-your-business-for-a-post-pandemic-world>

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PREPARE TO REOPEN, CONSIDER HOW YOUR POSITION MIGHT CHANGE

To make smart strategic decisions, you must understand your organization's position in the current environment. Consider how the needs of your customers have changed, and provide for them. Now is the time to do important planning that will have a greater impact on your business going forward. This will help you build a stronger, more valuable company. Use this opportunity to reinvent your business.⁶

PREPARE NOW FOR A PROBABLE INCREASED DEMAND

- Create a revised budget
- Conserve cash
- Continue working on leads, especially if you work in B2B sales⁵

WHAT NEW PROJECTS DO YOU NEED TO LAUNCH, RUN, AND COORDINATE?

Your answers to the questions above should point you to a set of projects for tackling your coronavirus-related problems. What safety/screening protocols will you implement or maintain upon reopening? Be prepared to train your employees in the new protocols.⁶

- Ex. An on-site health screening strategy.
- Ex. Social distancing strategy based on layout and workflow of the facility.
- Ex. limiting the number of people inside a business.



TAKE BABY STEPS WHEN IT'S TIME TO REOPEN

After this is over, things won't immediately go back to the way they were. Be prepared to evolve and adapt.¹

Don't plan too far out and remember things are changing often. Make a plan for the next few weeks, then the next month. Don't get too attached to any plan, plans will change. Be willing to adapt but always have a plan.³

Maintain a strict cleaning regime, but also keep some social distancing protocol in place to help employees and customers feel more comfortable. [Be prepared to train your employees in the new protocols.](#)¹

COMMUNICATE, PREPARE, ADAPT.