

Your COVID19 "Time to Thrive" Checklist

- STOP
- STRATEGISE
- SET

Now is the time to start building your plan to "Thrive" in a post-COVID19 environment. Use the checklist in conjunction with our Thrive Guide to build your strategy.

Business Environment Changes ➤ <https://youtu.be/cNlcTojqyBk>

- 1. Review what impact COVID-19 has had on your:
 - Suppliers Industry Channels Consumers
- 2. What changes has it forced in your business? What will you retain?
- 3. Complete a SWOT Analysis for your business – NOW
 - SWOT Analysis - <https://youtu.be/70DkRaJL9rl>
- 4. Are there any financial constraints moving forward?



- 5. Revise your Strategic Foundations – Vision, Mission, Values
- 6. Redefine your Target Market ➤ <https://www.shifft.com.au/avatar/>
- 7. Rework your Offer ➤ <https://youtu.be/eIEpZ4dJ5do>
- 8. Reset your Focus ➤ <https://youtu.be/Ei-Gkqh6lo0>
- 9. Review your Marketing & Sales Activities
 - Promotional Plan ➤ <https://youtu.be/XZFnP8y2QNk>
 - Pricing Strategies ➤ <https://youtu.be/xmTTqTtSWWM>
 - Networking Tips ➤ <https://www.shifft.com.au/business-networking-resources/>
- 10. Implement a 90 Day Contact Program ➤ https://youtu.be/L4ltn5_Qu3l
- 11. Remap your Business Model ➤ <https://youtu.be/QoAOzMTLP5s>
- 12. Recalculate your Budgets and Cashflow - <https://youtu.be/mvWph2uIUR4>



- 13. Set your Annual Plan based on the elements above
 - <https://www.shifft.com.au/aop>
- 14. Cascade your Annual Plan to a 90 Day Plan
 - <https://www.shifft.com.au/90-day-plans/>
- 15. Visit <https://www.shifft.com.au/free-resources> for FREE resources



- 16. Book a free 30-minute call with Russ to refine your plan
 - <https://calendly.com/russellcumplings/30-minute-call>