



PLATTE RIVER
NETWORKS

PEOPLE • PASSION • PARTNERSHIPS

BACK IN BUSINESS

As companies prepare to reopen in the coming weeks, the COVID crisis demands strategic action and urgency!



BUILD A PLAN

- Preparedness is key
- Develop a plan and timeline
- Prepare for all scenarios
- React quicker to change



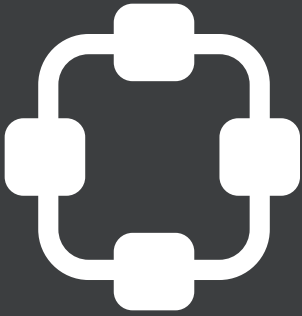
GET OFFICE READY

- Confirm state guidelines
- Prepare office in advance
- Inform staff of changes
- Make them feel safe
- Lean on HR



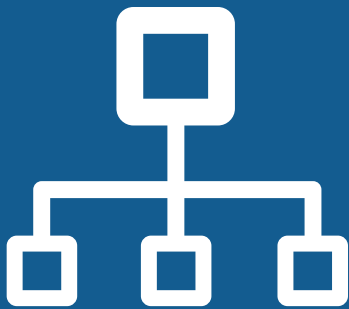
BRING BACK EMPLOYEES

- Consider phased approach
- Bring back essential staff first
- Who performs better at the office
- Consider rotating shifts
- Employee engagement is key



NEW MESSAGING

- Adjust marketing messaging
- Educate and inform your audience
- Be strategic and aggressive
- Be a thought leader
- Highlight recent successes



GET THE WORD OUT

- Inform all your customers
- Ask what has changed
- Help them ramp back up
- Show them you still bring value
- Not the time for hard selling



FINANCIAL AWARENESS

- Cut costs, not revenue
- Take advantage of federal funding
- Protect your cash flow
- Leverage more than one bank
- Renegotiate current loans



SALES PIPELINE

- Stay in touch with prospects
- Provide helpful tips and info
- Show how your customers benefit
- Your competition may have faltered



EMBRACE CLOUD COMPUTING

- Increase remote work speed
- Improve accessibility & reliability
- Simplify overall manageability
- Enhance security, storage, DR



WHAT DID YOU LEARN

- Revisit your business model
- Apply operational improvements
- Reevaluate roles & responsibilities
- Improve core competencies
- Update your crisis management plan

“Your actions and reactions during the recovery will define your level of success.”