

# ARE YOU A CORONAVIRUS BUSINESS?

## **What are the lessons you are learning?**

Business rules have been written about, spoken about and debated over the years. The rules change with different businesses, styles, generations and industry requirements. However, for the small business owner these aren't normal times.

Getting it right is vital and there is no time to debate or test new skills. This is why we have done the hard work for you. We have surveyed our client base, questioned those seeking help and advised those most in need. From these discussions we are pleased to present the necessary skills, vital to any business which plans to stay ahead of the crisis.

This isn't just any business advice this is Coronavirus Leadership.

**C**onsistent behaviour and messaging—be true to your values, what you stand for, how you are perceived by all those you lead or who you have an effect on

**O**pen communication—whether with staff, customers, clients or suppliers make sure you answer questions, deal with issues as they arise or promise a response if you don't have an answer

**R**isk v Benefit Audits—decisions need to be justified, be confident in the decisions made whether it's to remain open, pivot your business, invest in online opportunity or plan for the future

**O**pportunity—what does your industry, your business, your customer base or your knowledge offer that no one else can? What can you do to be different, better and make sure you come back stronger?

**N**o discrimination—unfair treatment of others is still going to be unlawful, make sure you can justify all decision making

**A**uthentic—being true to you, being honest, doing the right thing, There is plenty of opportunity to do the wrong thing but you know that won't help you in the long run

**V**isible leadership—be present and available for those who need you, this isn't a time to hide or avoid making tough decisions

**I**nformed—don't act, make decisions or rely upon information you don't know is honest or accurate. You must be properly informed that information is not only sought but designed for you

**R**ealistic assessment—when reviewing possible strategy be realistic, where there are previous issues you need to address or is Corona the only issue that is preventing you from moving forward?

**U**nderstanding—understand what you have, what you want to have, how you can accomplish it, and how others can help you achieve this. Remember the largest part of understanding is listening.

**S**taff—no one can do this alone. You need your staff and sometimes you just need to ask them for help.

**CORONAVIRUS**—turning risk into business strength