

Crisis Checklist

Phase 1 - Reduce the Cash Out (short term)

- Re-issue or turn off all debit and credit cards
- Stop all manual payments
- Check through all other regular automatic expenses that are on subscription, standing order or direct debit
- Note which ones are absolutely necessary for continuing the business. And try to cancel all others.
- Those you can't cancel because you are in contract put them in the necessary pile.
- Do not trigger a default, ie stop paying without agreement, if you might have Personal Guarantees, so make sure you know which contracts carry a PG
- Work down your list and renegotiate all Necessary Costs.
- Tackle key overheads first as they may be the biggest and most important costs.
- As part of the negotiation, ask your creditors for help, this is a two way conversation, and they might be in the same boat.
- Reduce the monthly payments or
- Request Payment Holidays or
- Request new contracts terms, eg shorter term or lower %
- Do all the steps above for your personal finances to protect your credit rating.
- Reduce inventory if possible, make sure you order in line with sales
- Review resources, including staff.





Phase 2 - Increase Cash In

- Start to phone all your clients
- Introduce a choice of easy payment options
- Negotiate with the “What can you afford?” strategy
- Create a Cash Flow plan to calculate what you and your clients could afford.

Phase 3 - Growth

- What can you do to pivot existing products or services or your business model?
- Can you change your delivery method and adapt your prices accordingly?
- Where competitors have closed their doors, can you serve their customers?
- Are you able to acquire other struggling businesses that could improve your own services?
- Consider increasing your marketing if it still works.

Phase 4 - Debt Management (long term)

- Do not take on debt to maintain the status quo
- Do try to renegotiate existing debt for better terms
- Maintain your personal credit rating



Phase 5 - Safeguard your Assets

Make sure the operating company that is experiencing issues does not own the valuable assets you require to run the business.

Phase 6 - Strategy

Once you start stabilising the business you may want to start preparing for post-crisis as a lean, well-oiled machine request our Full PDF e-Book to start thinking about long-term growth.

Most business Owners start their business because they are good at their craft, that could be designing, making or selling and anything in between. They understand their customer and their own expert field.

However often that leads to not just business growth but a lot of additional activities and responsibilities, time consuming and often exhausting responsibilities. With the growth of your business comes bookkeeping, financial planning, marketing, administration, payroll and employees. All the stuff you didn't start a business to end up doing.

If this is you and you are struggling to keep up or you need extra capacity to grow. Get in touch...

The Good Business Co

We specialise in helping owners manage their business, from being a strategic partner that can help you interpret the finances, setting up future proof processes and reporting to simple virtual assistance to help you stay on top of the day-to-day running of the business, freeing you up to do more of why you started your business in the first place.

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