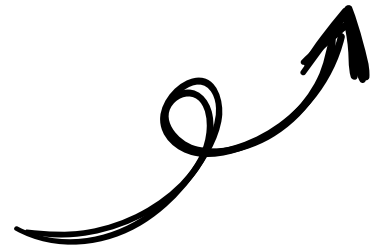


# How do you see the *future* of your business post Covid 19?

The five P's you need to consider.

by SJC+0



*Congratulations. Today is your day*  
*Your challenge is waiting, so lets get on our way.*

As we start to consider the impact of the pandemic on our business and start to take control of how we are going to re- enter the business world, we first need to consider how we are going to build something better.

*What was before is different now.*

We have spent the last weeks and months spending time with our family and hopefully should have learnt some lessons that we can take forward and build a better work/life existence. We've had a chance to look at our business, our team, our investments and clarify our company's purpose and if you haven't then this ebook will help.

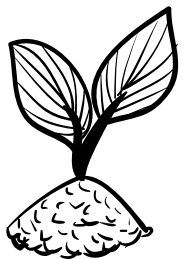


You are the person who can *protect* where you go.

The first few weeks of the pandemic were challenging. None of us knew how long it was going to last and for some our only source of income suddenly stopped.

But I would hope that you took this time to apply for funding, control your costs but protect your investments. And by your investments I mean your team and your clients. You will be remembered by how you coped in these first few weeks.

Your team will remember how you dealt with them, if you kept them up to date on your plans and so will your clients. Hopefully you will have *lead with integrity*, so now as we come out the other side you have a workforce who will be eager to return to work and help you rebuild.



I'm *sorry* to say, but sadly it's *true*,  
Have you defined your company ***purpose*** specifically for you?

What is your company's purpose?

You've had plenty time to review this, to look back over your business life and chart your milestones. Has everything worked the way you wanted? Now is the ideal opportunity to do what you've always wanted to do but knowing what you know.

Have you talked to your team and clarified how the future of the business is going to look?  
Have you set a realistic plan for after lockdown?

The last thing you need to do is *make it through the crisis* then succumb in the recovery.



Of all the *pivots* we might have *been*,  
I say *hooray* for the *pivots* we're in.

You've had a chance to look at how your business has changed during lockdown.

A lot of businesses have adapted, doing home deliveries, selling goods online, setting up their team to work from home. And some have taken advantage of the downturn by picking up staff who have lost their jobs, using marketing channels to interact with their clients, zoom calls, social media and testing new technology so that they can *bounce back stronger*.

You should be reviewing everything you have learnt in lockdown, which leads me on to-



I don't *choose* to go there,  
You're *too smart* to go down any not-so-*profitable* street.

Have you looked at your key measures?

And by this I mean what is profitable for you, your management accounts, cashflow and how up to date they are? How are your team coping working from home? Is this viable going forward and could you save money on office space?

Of all the new tactics you've started during lockdown what is working? Can you continue to offer this service going forward or have you discovered a new business stream?

Have you planned out your 'what if' scenarios? Do you know if the funding you've secured so far is enough to see you through the next six months/a year? Has someone in your team stepped up?

Because of the circumstances have you *empowered and aligned your leadership team* so that once lockdown is over you can still enjoy the time with the family?



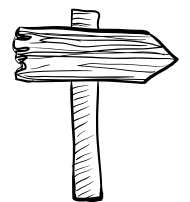
You have *brains* in your head, you have feet in your shoes,  
You can steer your *business* any *post Covid 19*  
direction you choose.

Now is the time to make your business what you want it to be.

Lead with integrity (*Protect*), make it through the crisis (*Purpose*), bounce back stronger (*Pivot*), empower and align your leadership team (*Profitable*) and *think though and beyond the crisis*.

If you found this ebook helpful please get in touch to book a follow up chat. If you feel it will help others then please feel free to share.

And I need to say thank you to Dr Seuss.



The *end*.

At SJC+0 we aim to create *transparent relationships* with my clients that will help them build and plan today to ensure they are still here tomorrow.

There will be no unanticipated bills received nor will there be once a year meetings. I stay in touch with all of my clients throughout the year, delivering a tailored service, to ensure that *tax is minimised* and *growth maximised*.

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