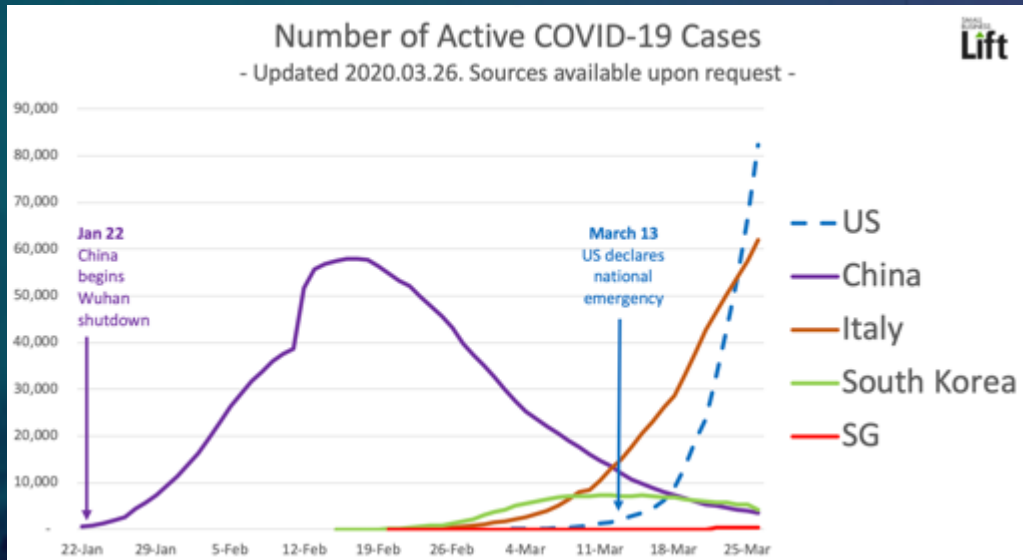


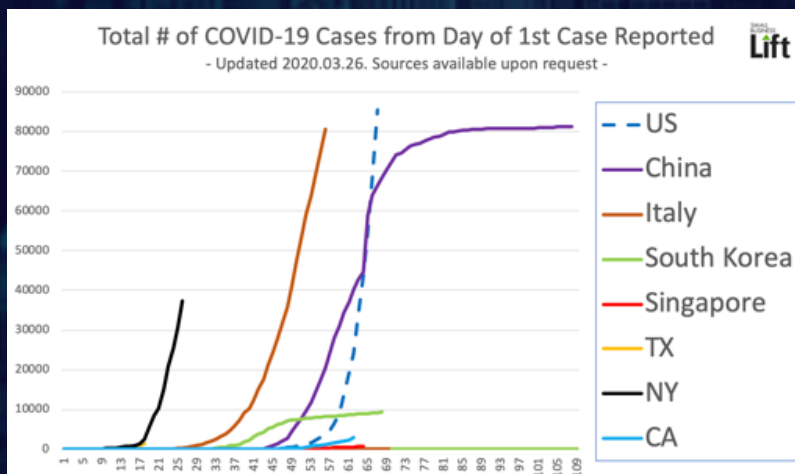
COVID-19 Perspective & Tracking (2020.03.27) for Houston Small Business & Organizations



Our Perspective: Late April as the most optimistic earliest potential Houston “work restart” date.

Our Rationale:

- China took ~40 days after closing Wuhan to begin reopening cities.
- Houston’s March 16 first “partial closure” date.



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Four COVID-19 LIFT Tips (1.0) for Small Business & Organization Leaders

1. Celebrate Freedom from Illusions. Most of what happens to us has never been under our control; our response is. Focus on your response.

2. Revisit Cash Flow Plan without freezing up the economy. Prioritize clients (by size and importance) and check in to see if they're ok and negotiate as needed; prioritize vendors and negotiate (terms, timelines) as is needed. If you don't have a cashflow plan, sketch one out.

3. Adjust vs Stop. Consider talking to your staff about adjusting pay for all as work becomes available (vs letting them go). Why not ask clients to make smaller payments (vs their stopping payments)? We are all in the same boat.

4. Breathe Deeply. Some organizations and small businesses will make it through this and will come out even stronger. Why not yours?

Practical Resources for Application

with live links below to free resources.

1. Perspective: Circle of Concern and Circle of Influence (vs Circle of Control).

2. Skill: Learn to use your cash flow statement (with your income statement and balance sheet).

3. Tool: Negotiating Preparation Framework – IFORESAWIT – for tough conversations.

4. Attitude: Read or listen to the audiobook of how a 29-year old failing life insurance salesman mastered this and then wrote, How I Raised Myself From Failure to Success in Selling (Frank Bettger).



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