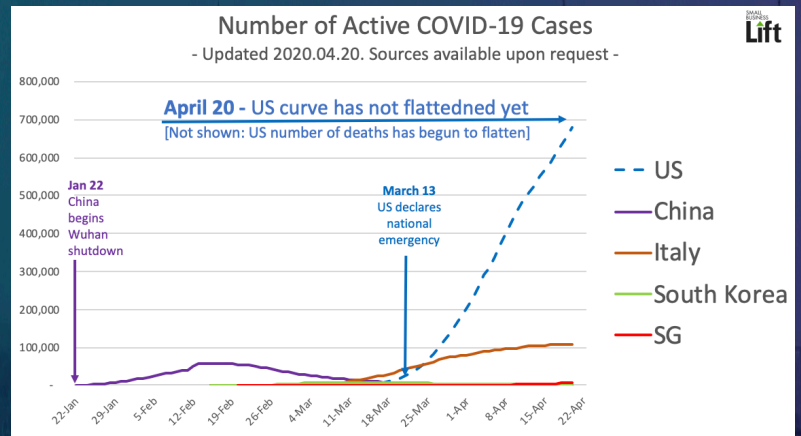
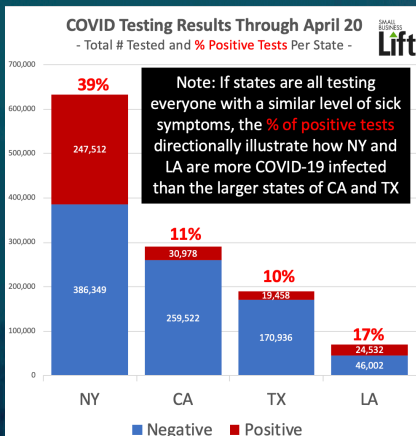


# COVID-19 Perspective & Tracking (2020.04.20) for Houston Small Business & Organizations

Our Perspective: **Texans Prepare for a Rocky Ride Ahead.**



## A. Texas Will Accept Potential “Start-And-Stop” Re-openings in Order to Avoid Deepening Texas’ Economic Hole.

1. Gov Abbott is trying to open for business ASAP as the **economic risks** are just as real as health ones.
2. Texas has **not** experienced exponential COVID-19 growth, and neither have many states (e.g., CA).
3. The US Curve of new COVID-19 cases has slowed but **not** flattened. Positively, the number of US deaths **has**.

(Days since 1 <sup>st</sup> infection)	Selective Snapshots from April 20, 2020
Singapore (89)	Now highest # of reported cases in Southeast Asia
S. Korea (91)	Churches & bars open with social distancing
Taiwan (91)	New Taipei ran “lockdown drill” Sunday
Italy (80)	Lockdown week 6
Sweden (68) – “Relaxed” Way	1.5K vs Taiwan’s 3 deaths per 10 Million

**B. COVID-19 is difficult to keep down with current tools,** as seen in countries who had COVID-19 before the US.

**C. Post COVID-19, business will not be the same and we are not there yet.** There is no country or industry in the world that is past COVID-19 yet.

## Four COVID-19 LIFT Tips (3.0) for Small Business & Organization Leaders

### 1. Articulate Three 2020-21 Scenarios For Your Business.

- a. Articulate your high-medium-low impact scenarios.

Resource: [McKinsey on How Business Leaders Should Plan for the Next Stage \(April 2020 | Podcast and Summary\)](#)

- b. Hold all forecasts with a grain of salt. All forecasts are based on history but we are in uncharted territory. Remember the 1986 Challenger catastrophe.

Resource: [Boston Consulting Group on What the 1986 Challenger O-Ring Says About Forecasting \(April 2020\).](#)

### 2. Write Up Your 12-18 Month Cash Flow Plan.

- a. "Hope" for a V-shaped recovery is not a strategy. Also, **6 months is too short for this situation.**

Resource: [How to Read Cash Flow and Other Statements.](#)

- b. Proactively negotiate, negotiate, and negotiate (e.g., even lines of credit) so you have access to cash if needed.

Resource: [A Robust Negotiation Framework to Win.](#)

### 3. Schedule 2 Hours to Imagine the Next Best Thing & Revisit the Basics if You Don't Feel You Have Mental Space To.

- a. Why not in the next two weeks with your executive team or, if you are a solopreneur, with some trusted colleagues?
- b. "Hope" not as a strategy but integral to the human spirit.
- c. Personal basics. Are you still meeting your own basic needs for connection, cadences, and control these days?

Resource: [Dr. Henry Cloud's Live FB Session on Personal Basics.](#)

### 4. Vigilantly Avoid PTSD and Negative Mental Loops.

- a. Avoid (not post traumatic stress disorder but) PERPETUAL traumatic stress disorder. A 24-hour negative news cycle can spiral you downwards. Here are our prior movie LIFT tips to free up your brain and soul.

Resource: [See Bottom of this April 6, 2020 Newsletter.](#)



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