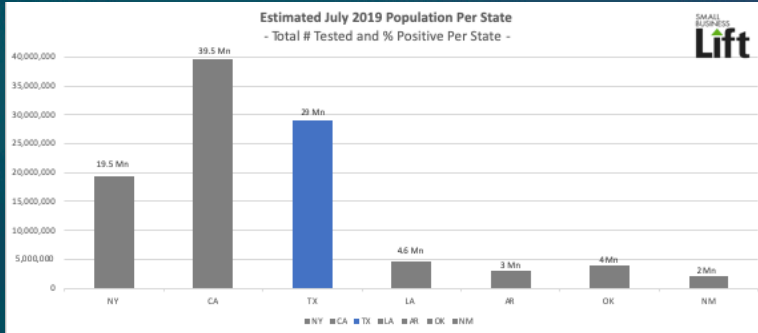
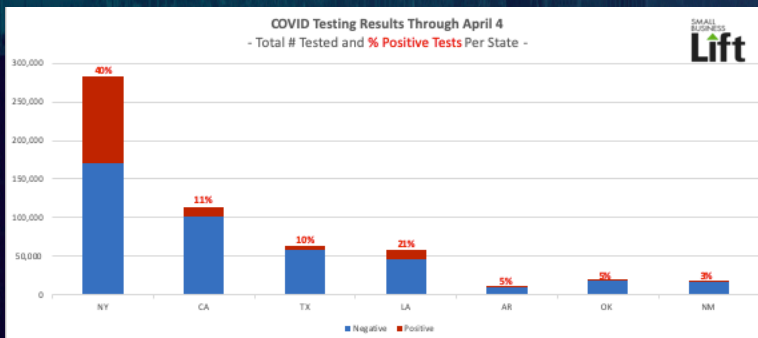


# COVID-19 Perspective & Tracking (2020.04.06) for Houston Small Businesses & Organizations

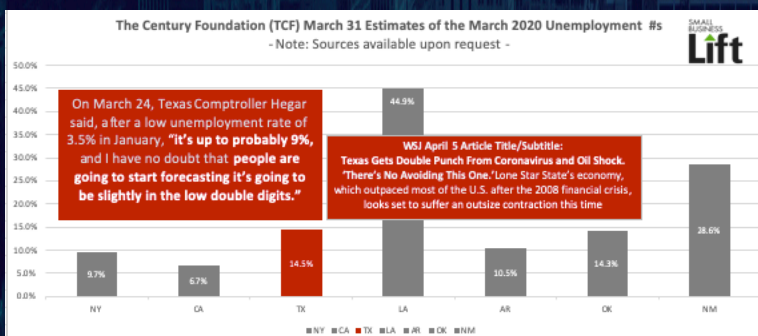
Texas is the 2<sup>nd</sup> most populous US state



Positive COVID-19 Tests in TX at 10%



Oil Shock + CVD19 = Outsized Economic Hit



**Our Perspective:**  
Texans emotionally prepared for a disproportionate economic hit (while maintaining current COVID-19 diligence) will be best positioned for upcoming months.

**Our Rationale:**  
Although Texas' COVID-19 spread is less severe so far than other states, the Q1 Oil Shock amplifies COVID-19's economic impact.

To Watch: April 17 – TX Workforce Commission March unemployment numbers released.



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## Four COVID-19 LIFT Tips (2.0) for Small Business & Organization Leaders

**1. Beware of Emotion-Driven Rash Decisions.** Leaders remaining clear-headed throughout this crisis will get their businesses, organizations, and families through this.

**2. If It Sounds Too Good to Be True, It Probably Is.** Keep your “BS sniffer” active as scammers and evil people are using this situation to their own advantage.

**3. Find Ways to Refuel Hope and Perspective.** There will be more than enough sadness, loss, and disappointment to mourn in the months ahead. Maximize every positive refueling opportunity for yourself and others. Hope is a gift no one else can take away; it is ours to keep or lose.

**4. This Too Will Pass.** These are unprecedented times and their long-term impact will be deeper than most realize. At the same time, the challenging period ahead will not last forever. Never get stuck and keep moving forwards.

**Given the resurgence of screen watching from home, here are a few illustrative movies** that might also give your mind a break from COVID-19.

**1. Decision Making:** Apollo 13 (Tom Hanks, 1995). Don’t accept defeat or let your team accept it either.

**2. Discernment:** Enron: The Smartest Guys in the Room (Dir Alex Gibney, 2005). Our apologies if this is too close to home.

**3. Refueling:** Shawshank Redemption (Tim Robbins, Morgan Freedman, 1994). Power of hope and small acts that fuel it.

**4. Attitude:** Forrest Gump (Tom Hanks, 1994). A fun look at making the best of every situation (vs. wallowing in self-pity) as life sometimes feels like, “a box of chocolates.”



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