

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe” – Unknown

GOVERNMENT SUPPORT	CASHFLOW	FINANCIAL	BEST PRACTICE - STAFFING
<p>Key things to think about:</p> <ul style="list-style-type: none"> • What Government support is available, and do you qualify? • Apply as soon as you are able. • If you need assistance to confirm your eligibility, then please get in touch. • Check out our website for info on what is available: <p>https://thrive.sudburys.co.nz/en/covid-19-information-for-businesses</p>	<p>Key things to think about:</p> <ul style="list-style-type: none"> • What will your cashflow look like with reduced income for the next 4-6 weeks? Identify worst case. • Consider the delay in income starting back up again once lockdown restrictions are lifted. • Do you need additional cash support? 	<p>Key things to think about:</p> <ul style="list-style-type: none"> • What are your fixed expenses? • Where could you request relief or a reduction of these if needed? • What is “nice to have” that you could reduce/remove immediately? • What should you invest in or focus on? 	<p>Key things to think about:</p> <ul style="list-style-type: none"> • You have key obligations if you are claiming Govt support - make sure you understand these. • Consider your team’s health and wellbeing and remember your H&S obligations if they are working from home. • If you need guidance around this, then please get in touch.
MARKETING	SALES	PRIORITIES	YOU
<p>Key things to think about:</p> <ul style="list-style-type: none"> • This is a great time to review and possibly reset your marketing strategy. • What is your Return on Investment (ROI) on your current marketing spend? • What could you cut back on without impacting your revenue stream? • What could you DO to solidify future success and reinforce your brand? 	<p>Key things to think about:</p> <ul style="list-style-type: none"> • Now is not the time for a hard sell. • Use this time to review your current sales strategy – what could you change/improve on? • Connections matter – people remember. What seeds could you be planting now, to reap the rewards of later? 	<p>Key things to think about:</p> <ul style="list-style-type: none"> • It can feel like there are a million things to do. Prioritise. • What are the 1-3 things you need to focus on that will ensure your success post Lockdown? • What is working/what isn’t? • What could you do better? <p>Focus on what you can control, not on what you can’t.</p>	<p>Key things to think about:</p> <ul style="list-style-type: none"> • Are you looking after your own health and wellbeing? • Do you have a support person that you can talk to? • What do you need to do now to ensure you remain energized and on point? • Keep front of mind the things you have to be grateful for.

GET THINKING...

At Sudburys we know the benefits that come from taking time to think about your next steps. As always, we are here to help – info@sudburys.co.nz or 09 430 4888.