

COVID 19 Road to Recovery Priority Planner

Top priorities - 30 days

(List the things that "keep you up at night")

#	Description	Owner	Due date	Days left
1				-
2				-
3				-
4				-
5				-
5				-
6				-

Operations Innovation & Efficiency

(innovation can be difficult whilst in isolation - target areas)

#	Activity / Goal	Priority	Owner	Due Date
1	Evaluate Processes			
2	Eliminate wastage			
3	Identify Failures and Supports			
4	New delivery channels			
5	New Supply chains			
6	New Product mix/usage			
7				
8				
9				

Customer Engagement & Sales Security

- Do your customers know when/how you are available to them?
- Is your value proposition still attractive?
- Are your sales channels still valid/appropriate?
- Are you closely tracking effectiveness of sales & marketing spend?
- Can you help the community / other businesses in recovery?

Cash Flow King - Simple Finance Management

(forecast your cashflow - high level)

Week / Month	1	2	3	4	5	6
Opening Bank						
Receivables						
Government subsidies						
Payables						
Closing Bank	0	0	0	0	0	0

Team Engagement

- How will you engage with your team?
- How will uncover any concerns / issues?
- How will you celebrate successes?

Team Engagement Planner

(plan and track frequency of your staff engagement)

Week	1	2	3	4	5	6
On-on-ones						
Group catch ups						
Fun activities						
Status Checks						

Sales & Marketing Planner

Activity	Target	1	2	3	4	5
Call existing customers						
Action hot leads						
Special offers						
Content/Social Media						
Networking						

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Communications

Right now people need to know what's going on staff and customers need to know you are open and how they can work with you safely. Communicate all changes in your business clearly, concisely, regularly, and deliberately. Clear messages won't be misunderstood if passed to someone else. Message mode should be based on impact to the receiver.

Communications Planner

(what to say, to whom, how often, and how (i.e. Mode - email/F2F))

Topic	To	Frequency	Mode

Wellbeing Tips

Don't forget to focus on your physical and mental wellbeing
Plan each day with breaks and exercise
Do mental health check-ins with your staff and loved ones

Wellbeing Planner

Activity	Goal	Frequency	Time
Sleep			
Nutrition			
Exercise			
Clarity			
Family & Friends			

SWOT Analysis

(Tough times bring challenges but also opportunities)

Strengths	Weaknesses	Opportunities	Threats

SWOT Analysis Result

(identify the changes you want to make based on SWOT)

Action	Goal	Benefit

Results Summary Action Tracker - 90 days

(Choose top 10 from; Top Priorities / Cashflow / Operations Innovation / SWOT analysis)

Priority	Action	Goal	Owner	Due date
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				