CORONAVIRUS: 5 Practical Steps to Guide Your Company's Response

HOW HAS THIS IMPACTED OUR INDUSTRY?
- Who: Stakeholders: employees, customers, suppliers
- What: Revenue, talent retention, viability/sustainability

WHAT DO THE NEXT 30-60-90 DAYS LOOK LIKE?
- Pull together sounding boards of key stakeholders – brainstorm, envision
- Identify scenarios – worst case/best case
- Get ahead of good and bad possibilities

WHAT OPPORTUNITIES DO WE SEE DURING THIS TIME?
- Who needs help and how we can provide it?
- Innovate using your existing infrastructure
- Pivot the business, offerings

WHAT DO WE NEED HELP WITH?
- Tap into your stakeholders: supply chain, customers, community
- Ask for help

WHAT HAVE WE LEARNED THAT WOULD HELP OTHERS?
- Share experience and knowledge
- Foster relationships

Step-by-step guidance in Episode 13 of the Creating Responsible Companies podcast
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