FIND STABILITY IN THE UNCERTAINTY!

BY KATHY MILLER PERKINS

Authors Kathy & David Give Us SOLID Tips...
While at times, you may feel like your entire world is shaky, search for something stable in the middle of the mess. For example, while your work and personal circumstances may shift, your company’s purpose and values will remain unchanged, when authentic.

Turn to these anchors to find steady footing in the turbulence. Unchanging corporate integrity should serve as the framework for decisions and actions all of the time, and especially during periods of uncertainty. While you may not have as much data as you crave for making decisions in this unstable environment, your values can be your decision-making bedrock!
5 THINGS EVERY SMALL-BUSINESS OWNER NEEDS TO DO TO DEAL WITH THE IMPACT OF COVID-19 ON THEIR BUSINESS...

BY DAVID FINKEL

This is an anxiety filled moment for business owners all over the world. As a business coach who works with thousands of small business owners every year, guiding them to grow their companies, here are some things you need to do to protect your businesses during these uncertain times.

- **Safe Guard Your Facility:** Simple steps you can take include requiring that every person who enters your office, building, or store use hand sanitizer at the entrance, eliminating handshakes and hugs, and letting staff work remotely.
- **Educate Your Customers On Safety:** The better you can alleviate their fears and anxieties, the easier it will be for you to retain their business.
- **Educate Your Staff:** Teach them best practices that you can collectively take to stay healthy at work and at home.
- **Enlist Your Vendors & Suppliers For Help:** Can you get a better price or payment terms? Perhaps you can negotiate a payment plan for 30-60-90 days. Maybe an increase to the services they provide you for a period of time at no additional cost? It never hurts to ask.
- **Communicate And Unite Your Staff:** Make sure all your key leaders are on the same page. Openly talk with your employees about the situation, how it is impacting the business, and what this means for them. Give them a positive and empowering narrative.