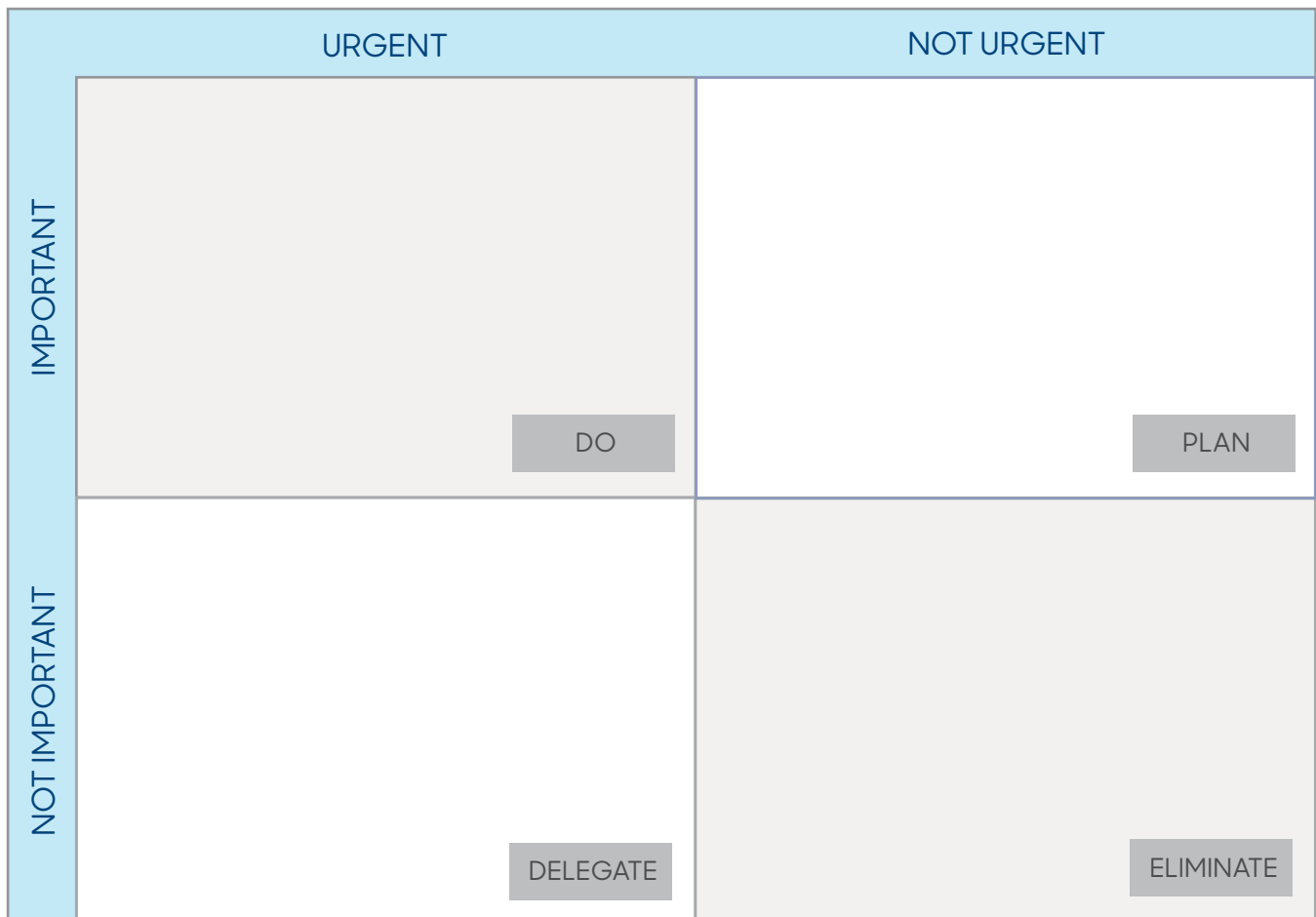


Focus on what matters most in your business

Consider what you do in these four critical areas: **leadership, employees, operations** and **cash flow**. Then, use the grid below to plot your activities based on importance and urgency as they relate to the current environment. Here are some examples to get you started:

- **Do:** Manage cash flow, collect receivables, negotiate payment terms, and communicate with employees.
- **Plan:** Update website, develop new products, research new suppliers, and build relationships.
- **Delegate:** Answer emails, take phone calls, follow social media, and complete reports.
- **Eliminate:** Binging the news, following gossip, busy work, and escape activities.

Utilizing Steven Covey’s “Four Quadrants” will help you develop a road map for how to position your business in order to survive through these current conditions and beyond.



Manage Cash In and Cash Out

Managing cash flow is both important and urgent—it's what you always must do. Track the amount of cash that will flow into and out of the business month over month. Then consider:

- What do the next 5 months look like? Total up the cash you'll receive and need to pay out.
- What/Who is most important? Prioritize the relationships you cannot lose.
- What/Who can help ease the burden? Remember banks, credit card companies and landlords are suppliers – reach out to them.

Cash IN

Customers/Accounts	Net 30	Net 60	Net 90	Net 120	Net 150
1.					
2.					
3.					
4.					
5.					
Total					

Cash OUT

Suppliers	Net 30	Net 60	Net 90	Net 120	Net 150
1.					
2.					
3.					
4.					
5.					
Total					

Employees	Month 1	Month 2	Month 3	Month 4	Month 5
Full-Time					
Part-Time					
Temporary					
Contractors					
Seasonal					
Other					
Total					

Cash Flow Analysis

Carry down the values for each month from the previous grids, then subtract the total cash out from the total cash in to determine if there is a monthly surplus or shortfall.

With this insight, think about if any cash can be collected sooner or paid out later.

	Month 1	Month 2	Month 3	Month 4	Month 5
Cash in –					
Cash out =					
Total cash flow					

Next Steps

Here are some next steps to consider when looking to infuse cash into the business:

- 1. Renegotiate payment terms with your suppliers and customers**
 - Can any customers pay sooner, or suppliers be paid later?
- 2. Defer lease payments**
 - Can you defer three months of payment and add them to the back end of your lease?
- 3. Evolve your business model**
 - Can you move to online sales to satisfy your current customer needs?
 - Are there new customers you can attract with a different use for your product or service?
 - Do you have the ability to bring a whole new product or service to market?
- 4. Access business lending programs**
 - Commercial/SBA lending programs
 - State-based programs