



Protect Your Business Today and Get Ready for Recovery

Pandemics like COVID19 create a variety of unusual circumstances that businesses must be able to quickly adjust to. This guide can help you prepare for and react to COVID-19 impacts.

Get informed and understand your areas of risk

- Assign resources to monitor the crisis and potential business impacts.
- Conduct a brief risk assessment of your entire value chain (staff, partners, vendors, customers, etc.) and their potential for disruptions.
- Identify cash-flow and financing requirements needed to sustain your business.
- Work closely with the SBA and other lending institutions for bridge funding. Utah businesses are eligible for SBA Disaster Loan Assistance. You can learn more and apply at: <https://disasterloan.sba.gov/ela>

Plan your response

Plan and implement staff and visitor practices

- Implement flexible working arrangements for staff where possible, including working on-line and by phone from home.
- Email your value chain and ask them to conduct business with you by phone.
- Post signage at entrances stating your community support and steps you are taking.

Help employees stay healthy

- Enhance facility cleaning plans and provide hand-sanitizing stations.
- Provide workplace and home illness prevention training.
- Limit person-to-person contact in your workplace.

Work on business fundamentals - get ready for the recovery

- Use this time for updating written processes and operational manuals. Doing this will get you ready to capitalize during the recovery. Work on measuring, planning, and becoming “lean”.
- Find and seal cash “leaks”; create a list of potential cuts if they become needed—this is an exercise that will calm and give you a sense of control.
- Get tactical: look at profitability by product/service, evaluate customers and customer profitability, evaluate conversions in your sales funnel.
- Be a positive, calming influence during this storm of change.

Communicate

- Talk with your employees regularly, let them know how your business is being impacted, what they can expect, if their pay or positions will be affected, and other items of interest to them. Answer any questions they have.
- Inform your value chain of your response plan and efforts for a successful future.
- Recognize all individuals and companies are affected so be sensitive in your efforts and communications.

For additional information, please refer to the websites for Center for Disease Control and Prevention (CDC), the Utah Coronavirus resource site and our iMPact Utah site. For additional information or assistance with COVID-19 preparations, you may also reach out directly to

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