2021 COVID-19 ROADMAP

Step 1: Assess the Current State of Your Business
Resource: Know Your Number

Step 2: Create Your Assumptions

- Debt Obligations: Use Debt Assessment
- Revenue + Expenses From New 2021 Pivots
- Safety Protocol + Messaging Flow Chart

Step 3: Create Your 2021 Monthly Financial Projections

Decision Points
- Business Closes or Transitions
- Business is Operational in 2021

Closing Checklist
Succession Planning Checklist

Use + Continuously Review Safety Protocol & Messaging
Rolling Staff + Operational Plan
Rolling 13 Week Cash Flow
Scheduled Reviews of Projections vs Actual Results

CRUCIAL CHANGE
- New Governor mandate
- COVID-19 Incident

*Click Underlined Text to Access Essential Resources
Decision Points

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