A 30/60/90 Day Plan
For Pivoting Your Business During COVID-19

30
RESEARCH & DISCOVERY
• Contact your local SBDC office to begin/connect with a Business Advisor
• Compile contact information for all employees, suppliers, utilities, service providers, lenders
• List monthly expenses/debt obligations as they are now
• Play financial offense with money owed to you; defense with money you owe
• Connect to local Chamber of Commerce – aim to be known
• Google your business – check for accuracy, responsiveness, content, messaging
• Conduct a social media audit of competitors – adopt new ideas
• Inventory systems & processes; consider upgrading/negotiating/financing payment terms to coincide with the recovery
• Set priorities for the next 60 days

60
POSITION & STRATEGY
• Hit the reset button – view your business as a start-up
• Perfect time to learn social media, bring in new tech, paint the walls
• Prioritize positions you need and want
• Determine products/services that need to change, and how
• Try practice runs – pick 10 customers – get input/feedback
• Create customer profiles – deepen understanding of buying habits
• Review product ratings & online reviews – analyze historical data
• Company-wide accountability chart
• Consider paying for shortcuts

90
EXECUTE & PRODUCE
• Hold yourself and the team accountable
• Do a little more than expected – increase your pace
• Resolve conflicts quickly – listen carefully to critics
• Prepare weekly cash flow forecasts – manage your weekly break-even
• Daily huddles – articulate and define goals – stay connected to the mission
• Acknowledge progress; assess strengths/weaknesses
• Address COVID safety concerns – promote your responsiveness
• Refresh your storefront/brand – look different – be noticeable

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