Assess your preparedness.
• Identify your specific business risks.
• Determine the potential impact.
• Determine policies that need to be updated.

Review the financial health of your business.
• Are there additional revenue streams?
• Are there unnecessary expenses that can be cut?

Stay informed – regularly monitor updates.
• CDC, State Department of Public Health, State and Local EMA

Frequently clean and disinfect the work environment.
• Provide supplies necessary – soap, hand sanitizer, disinfectant spray and wipes.
• Promote healthy habits: hand hygiene, respiratory etiquette, and social distancing.

Stay in regular communication with your employees.
• Maintain morale – assure them that you’re concerned about their wellbeing.
• Provide regular updates and access to health and risk resources.
• Discuss HR and sick leave policies.
• Have multiple ways to communicate with employees – phone, text, email, business social media, website.

Provide paid sick leave.
• You do not want sick employees coming to work, but they will if they can’t afford to miss work.

Maintain communication with priority customers.
• Encourage them to stock up.
• Explain any potential delays.

Innovate employee schedules.
• Stagger work shifts
• Flexible work hours
• Work from home
• Phone/video meetings
• Distance employees who must be on-site

Prioritize your essential functions.
• Determine the processes that are critical to business operation.
• Modify or postpone processes that are not essential.

Restrict travel as necessary.
• Be responsive to employee apprehension.
• Limit gatherings.
• Follow CDC guidelines.

Review insurance policies.
• Consult your agent with any questions or concerns.
• Look into business interruption insurance – probably won’t apply to pandemic unless the business itself is contaminated.
• But could be valuable during the next interruptive event!

Evaluate and update your HR and sick leave policies.
• Prepare for absenteeism – individuals who are quarantined, diagnosed, caring for a sick family member, or caring for a child whose school has closed.

Diversify your suppliers.
• Identify alternate vendors.
• Determine if any domestic suppliers are available.

Take advantage of multiple business locations.
• If you have an alternate worksite, split the workforce among those sites.
• If one site has to close, you could still operate from another location.

Cross train employees.
• Determine essential positions – make sure multiple employees are trained in those functions.
• Train alternate potential workers – contractors, retirees, etc.
• Develop a relationship with a staffing agency for fill-in employees.

Market to your current inventory.
• If your inventory supply chain is disrupted, market the items you currently have in inventory, or those that you are able to get.
• Convert all possible inventory to cash.

Keep an open mind to improvisation and creative problem-solving.
• Schedule appointments to stagger customer/client flow.
• Increase e-commerce.
• Deliver customer orders.
• Market/sell through live social media broadcasts.
• Promote gift card sales.
• Shift your business model to adapt to social distancing.

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