

Post-Pandemic *Business Prep*

Your Guide to Pivoting Your Business Plan
and Experiencing Success After a Crisis





A crisis is unwelcome, unplanned, and unpredictable, BUT I believe business owners can harness the power of a crisis to assess, adapt, and grow.

-Gurija B Patel JD

GBPLAW | YOUR CONTRACT BUDDY

When faced with a crisis, sometimes the way to succeed is to alter current methods (services, products, offerings, etc.) to adapt to the environment, your client's needs, or your own abilities. This guide encourages reflection as you triage the current impact of the crisis on your business.

Be open to make an impact with your ideal customer in a new way and to create viable avenues to renewed business success. Throughout the guide, when I mention "services," please know it can mean *any* offerings of goods, products, or actual services you provide.

Yes!

IT IS POSSIBLE TO EXPERIENCE SUCCESS AFTER A CRISIS

01

ASSESS

THE CURRENT HEALTH OF YOUR BUSINESS

It's time to get real! As intimidating as this first step can sound, please don't be afraid or try to skip this portion. It is vital to assess the current state of your particular business. Celebrate what is working and acknowledge what is not.

02

ADAPT & PIVOT

WITH YOUR EXISTING COMMUNITY

Now it is time to chart your course of action. The assessment from step one should reveal some key items, such as your skillsets, the tools at your disposal, and what your community is seeking at this time. The sweet spot is where all those merge together.

03

GROW & MAINTAIN

THE PIVOTS IMPLEMENTED

This phase will help you assess the impact of your pivots and enable you to make decisions moving forward. Keep in mind that some adaptations will be seasonal, while others may become a standard part of your brand offerings.

Example: A PIVOT FOR HAIR SALONS

Hair salons were one business sector forced to close their doors during the pandemic. Obviously, hair cuts, color application, and styling is a very one-on-one interaction. So on the surface, it seems like salons were out of luck. However, desperate times call for ingenuity, and what we saw emerge was a prime example of how an adaptation can pivot your business toward success.

Some salons began offering DIY hair color touch-up kits. Stylists knew their clients' needs, heard their calls for support, and adapted an offering to meet the current season. Now, as salons begin to open and clients resume their current hair color routine, hair stylists can determine if continuing to offer those same touch-up kits would be a viable option for the future.

PHASE 1: ASSESS

Reflect on these questions, and make some notes in the boxed areas to help you assess the current state of your business. Remember: you can't change what you don't know, so this time in reflection will only help you as you move forward toward success.

01

WHAT SERVICES DO I CURRENTLY OFFER?

02

WHAT DOES MY CURRENT CLIENT NEED RIGHT NOW? IN THE NEXT 12 TO 18 MONTHS?

Focus on your client's needs in the current economy, their pain points, and focus on the shift in business.

03

WHAT OTHER SERVICES ARE CLIENTS ASKING FOR?

Whether it's a client, friend, or a random individual, are people inquiring about certain services that are not currently in your menu or not your main focus?

04

WHAT ARE MY STRENGTHS?

PHASE 2: ADAPT & PIVOT

Be open to what you may have found during the assessment phase, and use that to guide you as you begin to plot out business adaptations, adjustments, or pivots. Make some decisions on what you will and will not offer to best serve your clients. Putting what they need first will be the key to your post-crisis success and longevity.

01

HOW CAN I SERVE MY
CURRENT CLIENTS
RIGHT NOW?

02

WHAT IMPACT WOULD
THAT MAKE?

03

WILL I STILL OFFER THE SAME
SERVICES I DID IN THE CRISIS?

04

IS THAT FEASIBLE FOR MY
BUSINESS?

PHASE 3: GROW & MAINTAIN

It is time to pour into the adaptations outlined in phase two. How can you implement the changes, advertise your revised or new offerings, and monitor what is working? In this stage, you can determine if this is a seasonal pivot or a long-term change.

WHAT DO I NEED TO DO TO SUSTAIN PHASE TWO ADAPTATIONS?

01

IMPLEMENT | CREATE
START MAKING IT HAPPEN

02

ADVERTISE | REACH OUT
SPREAD THE WORD

03

MONITOR | DATA/FEEDBACK
WHAT IS OR IS NOT WORKING

04

DETERMINE
IS THIS A SEASONAL OR
EVERGREEN CHANGE?



FINAL WORDS...

By evaluating your strengths, tapping into what your clients or targeted audience needs, and being willing to adjust, you can pick up the pieces after a crisis and find that you're still in this!

One last thought: To make a pivot, you always keep one foot planted. So as you walk through this, don't assume you are starting from scratch. Stay rooted in your true self and in your true business offerings, but welcome the small adaptations as the key to finding success for the season.

-Girija B Patel JD

GBPLAW | YOUR CONTRACT BUDDY

Let's Stay in Touch

[INSTAGRAM](#)

[GBP LAW LEGAL SERVICES](#)

[FACEBOOK](#)

[YOUR CONTRACT BUDDY
TEMPLATE SHOP](#)

Use code "BUDDY"
to save 10% off any
template in my shop!

