

These are fast-paced, daily-changing times when the business owners of Texas are experiencing never-seen-before mandates and societal changes that require business owners to structure their businesses and teams differently, engage their customers creatively and reallocate resources in an unprecedented manner. *There is far less tolerance for Trial & Error due to how fast the marketplace is changing.*

Check all the areas below where your business must make *adjustments, shifts and pivots* **now**. Your Team at *ActionCOACH* will guide you to quickly navigate these changes.

- 1. Mindset & Perspective – Elevate it and Focus Forward
- 2. Business Structure
- 3. How you engage your customers and interact with the market
- 4. How you deliver products/services to your customers
- 5. Potential of Team working from home temporarily
- 6. What & How do you shift your offerings to the marketplace?
- 7. How does the business help your customers & team members feel more secure in Maslow’s Hierarchy of Needs
- 8. What are the different tasks/activities that have to be done with the adjustments & pivots identified?
- 9. How can you reallocate current talent (team members) into the new tasks, activities and responsibilities? May be a matter of team members having a new mix of tasks, activities and responsibilities keeping some of the prior and adding new.
- 10. What skills, processes and systems training must be developed & implemented?
- 11. What adjustments must be made to the KPI’s of the business, departments and team members?
 - 11a. What are the new standards for each KPI? (The “no less than” number)
 - 11b. What are the new activities?
 - 11c. How much of those activities need to be accomplished daily, weekly, etc?
 - 11d. What are the outcomes from the activities? (Results)
 - 11e. Update team member scorecards
 - 11f. Communicate new scorecards to team members
 - 11g. Train on new scorecards and activities
- 12. Adjust team member comp plans if necessary, based upon revised roles, activities and outcomes.
- 13. What is USP/WIIFM Focused communication to Marketplace to inform them of changes made to be proactive to changing marketplace needs? (USP = Unique Selling Proposition)
- 14. Communicate the changed offerings, way of doing business, etc. to:
 - 14a. Existing Customers
 - 14b. Former Customers
 - 14c. Those in pipeline
 - 14d. Prospects & database
 - 14e. New Target Markets
- 15. Cost Structure – Turn costs into profits - Have Team in overhead areas drive sales & \$\$\$
- 16. Re-Resolution – What could you do that you have never attempted in the past?
- 17. Reallocate Resources (See separate checklist of “15 Resource Reallocation Areas”)

Adapt to Change through a Pro-Active ActionPLAN so your business survives and **THRIVES!**
Greater Certainty of Success is in Your Future with ActionCOACH!