



# Survive & Thrive Vision Checklist

## 1. Develop a written plan to Survive & Thrive:

- Write your thoughts, declarations and plans for both survival and thriving in the following three areas: People, Capital, and Strategy
- For your survival plan, create a list of actions, adjustments and insights required to survive 120 days with 25%/50%/75% less income at different time intervals making worst-case assumptions. Prioritize the list into 30/ 60/ 90/ 120 day action plans.
- Model and test your ideas for both surviving and thriving. Incorporate ideas into each financial model. Model cash flow, P&L, and the balance sheet for each scenario. These models may include liquidity events, acceptance of relief funding or other debt sources, possible breach of agreements, or any other foreseeable event that could be triggered. Identify triggers of each model in a framework of 30/ 60/ 90/ 120.
- Using the models created, prepare templated documents for the purpose of executing loan and credit applications. (SBA loans, etc.).
- Analyze work/sales opportunities and available labor that is critical using your plan as a lens. Incorporate in your financial models to better understand when and where you should cut or expand the workforce.
- Incorporate IF / THEN scenarios into the vision document for each of the categories above.

## 2. Develop a relation map where favor exists:

- List the financing institutions or funding sources where you have good standing and credit availability.
- List any customers, partners and or connections whom you know will have opportunities in this season that you could meet needs for and/or could meet needs for you. Develop a contact or touch plan for each.
- List the suppliers and vendors who you know have a strong financial capacity and may be able to extend favorable terms or offer other concessions. Develop a contact or touch plan for each and prepare specific "asks".
- Develop a List of property or other asset owners who you suspect will have challenges and will be looking for liquidity or for other creative solutions that your team might be able to fulfill. Identify which opportunities you will chase when the window is open.

## 3. Create margin for miracles:

- Set aside specific space for continued reflection, visioning, and thinking.
- Journal and document the wisdom that you receive from the wisest people you know. Ask common questions to many counselors and record their answers.
- Set aside times to brainstorm and collect ideas every week as situations evolve. Give permission for them to speak provisionally and communicate when an idea is worth pursuing.
- Collect good news and share it with others. Bad news seems to travel fast in these times and crowd out the good. Do not miss the opportunity to celebrate and give praise to the smallest of victories.



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### 4. Communicate your plan Clearly, Confidently, and Consistently

- Work to develop a clear one-sentence vision for surviving and thriving that shows you care and have confidence. Repeat this to others often. You cannot over-communicate in these times.
- Know the stories your employees, customers, and vendors are telling and reframe them as needed to maximize their influence and potential. In the absence of a story, people will have their own. Bring piercing clarity to your team and others surrounding the vision.
- What are the words, images, and emotions you want to create in the people you lead? Do business with?
- Determine how often, to whom and at what times you will commit to communicate.
- Stay focused on your customer's needs and add value to build influence. (on purpose).
- Determine how you will collect the very best ideas, wisdom, and workplace knowledge from your team for current and future learning. Who will steward and communicate these ideas?

### 5. Maintain momentum and persistence to the vision

- Create meaningful scoreboards and dashboards specific to these plans that encourage progressive activity.
- Determine if your existing operational meetings need to be reformatted to align with this season.
- Create a healthy cadence of accountability to the vision through effective remote meetings. Design new remote work habits and workflows to support your visions as needed



## Vision Helps Us Overcome Problems

Vision is important to survive and thrive during perishing predicaments!