

back to business PROMPTS

BRANDING

- Are you happy with your visual identity – logo, marketing collateral, photography?
- Does your team have up to date business cards? Do you need more?
- Do you have winter uniform for your staff?
- Do you like your current uniform?
- Is your building signage up to date?

ADVERTISING

- Do you have enough work lined up for when we can start working again?
- If not, how will you seek more work?
- If you think you're going to be overwhelmed, how will you manage that spike? Hire temps?
- How are you going to attract new customers?
- Look into radio, digital, newspaper & magazine ads
- Do you need new or updated brochures/menus/flyers?

I.T. CHECK

- Do you need to make arrangements to switch staff to the normal office from their home office?
- Do you need to sort any technical aspects for a smooth transition? E.g. file transfers, computer updates, system updates.

TRANSITIONING ENVIRONMENT

- What services can you offer that might help people during this time?
- Do you have internal projects you could focus on?
- Are there any processes that could be revised to help reduce physical contact?
- Can you introduce track and trace systems to assist with flattening the curve? E.g. sign in sheets, virtual check-ins.

VEHICLES

- Check the WOF & REGO for your vehicles.
- Do they need serviced?
- Do you need to upgrade?
- Do you need new or refreshed sign writing?

WEB

- Do you have a website? Are you happy with it? Is it easy to find?
- Do you need to update any information or photos?
- Do you want to highlight certain services, or something that's been going well for you?
- Do you need to shift your focus?

SOCIAL MEDIA

- Consider rethinking your content and social media plans to tailor them to the changing needs of consumers right now.
- Think about how can you connect positively with your clientele?
- Reflect on any goals you had for the coming months as priorities may need to change.
- Can you focus on tasks that aren't directly customer facing, such as a social media audit.

GENERAL MORALE

- Everyone's likely to feel a bit "different" during this period. How can you bring your team together?
- How can you ensure everyone adjusts, connects and adapts as seamlessly as possible?
- How can you bring positivity to your customers and community? Small gestures mean a lot! E.g. placing a nice bunch of flowers at reception, tagging businesses on social media etc.

STAFF

- Check in with each staff member. What's their situation?
- Are they able to return to work at short notice?
- Do they need to organise childcare?
- Let them know your workplace plan for Level 3. Will everyone return to work straight away/in shifts/part time? How are you going to ramp up?

ADMIN

- Double check your insurance is appropriate and up to date.
- Check in with your accountant.
- Check your outstanding invoices and money owed to you.
- Make a plan with creditors and debtors
- Can you update client lists, email addresses, phone numbers etc. to improve your database?
- Check your government subsidies, staff wages etc.