
How to Think Strategically in Times of Adversity

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AGENDA

Goals:

1. You know the key data points about your business's financials
2. You feel confident in your decision making
3. You have a plan of action

How:

- 45 Minutes discuss how to think strategically
- 15 Minutes: Question & Answer

A LITTLE BIT ABOUT ME ...

I am an executive business coach with *Eleanor Beaton & Company, Ltd.*

Background: was on executive team leading global strategy for *Robinson Fresh*.

My super power is strategy. I coach women business owners around the world to create **clear, simple, strategies** and **turn ambiguity into action.**

TODAY'S POINT

With

- ✓ good data
- ✓ a plan

We can

- ✓ think clearly
- ✓ act calmly

DATA YOU NEED

INCOME

- Current Total Revenue
- Forecasted Revenue
- Cash Available
- Potential Cash Available
- Credit

EXPENSES

- Essential Expenses
- Non-Essential Expenses

INCOME

- Current Total Revenue – what you have earned so far this year**
 - HOW: Add together all your business' income streams and come up with a single number. This should be a year-to-date number.
- Forecasted Revenue – what is due to you in next 90-days**
 - HOW: Add together all the invoices that have not yet been paid, and are due to be paid in the next 90-days. This will result in a single number reflective of from today to 90-days out.
- Cash Available – what's in the bank right now**
 - HOW: Add up cash from all business banking accounts, and cash, and determine a single, total number.
- Potential Cash Available – value of deals are underway right now**
 - HOW: Add up the offers that you have out there. Remove any that you are less than 85% confident will close. What is left is the single number for this calculation.
- Credit – what loans, credit is potentially available to you right now**
 - HOW: Add up the credit sources you have access to today. Don't ask for new credit and don't use it if you don't have to – just know what is available to you!

EXPENSES

Essential Expenses (need to run the business)

- EXAMPLES: Rent, Insurance Payroll, Taxes, Fuel, Marketing, Utilities, Internet etc.

Non-Essential Expenses (optional)

- EXAMPLES: Travel, Bonuses, Presents, Events, Subscriptions, Trade Shows, Office Improvements, Entertainment

RECOMMENDATION:

Once you have a list of non-essential expenses, rank them in order of importance from the least to most important. Then if you have to cut costs, you can easily identify the first non-essential expense to cut.

PAUSE – IT'S OKAY

OBSERVE HOW YOU FEEL ABOUT THESE NUMBERS ...

This may not be a fun exercise for some, however, it is essential as a business leader to do this review.

Without this data, we cannot make smart, strategic decisions.

IDEAS

Now that we know our most important business numbers, we can make a plan.

ACTIVITY:

Write down **ONE** idea to improve your **INCOME** or **EXPENSES**.

90-DAY PLAN

1. GOAL

- July 1, 2020: what do you want to accomplish by this day? *Example: increase cash flow*

2. HOW

- Brainstorm many ideas – don't let assumptions like "that won't work" stop you from writing it down.
- Stand back, maybe even sleep on it, then decide on what to focus on.

90-DAY PLAN

3. FOCUS

You can't do all your ideas. Use these strategic questions to evaluate and find your BEST ideas!

- *Why do you think these are good ideas?*
- *What will it require to implement these ideas?*
- *What are the positive, desired results?*
- *Are there any negative results that could come from this idea?*
- *What if you do nothing?*

4. DECIDE

- What are your top 2-3 ideas to achieve your July 1 goal?

WRITE IT DOWN - 90-DAY PLAN

90-DAY GOAL - EXAMPLE *INCREASE CASH FLOW 25% BY JULY 1*

WHAT	HOW	WHEN
EXAMPLE: <i>Get invoices paid faster</i>	EXAMPLE: <i>Call my top three vendors and ask about their next payment dates, if we can speed up terms</i>	April 15
EXAMPLE: <i>Pre-Sell 80% of November Crop</i>	EXAMPLES: <ul style="list-style-type: none"> <i>Understand November volume expectations from my partners</i> <i>Contact my best customers, in rank order, to create contracts</i> <i>Pre-payments made on a percentage of the contract</i> 	April 30 May 15 July 1

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QUESTIONS

CONTACT US FOR FURTHER SUPPORT!

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