



Covid-19:

Manage today.

Prepare for tomorrow.



3 steps for managing today

Step 1 Diagnosis and protection



Creating a crisis team and **assessing** the direct **financial impact**
(for the financial management of the crisis see [here](#))

Ensuring the health of the people and identifying alternative ways of communicating

Managing information systems and supporting **remote working** and protecting against cyber threats

Step 2 Maintaining contacts



Valid and **timely information** on financial support measures
(for direct information regarding the measures see [here](#))

Communication with banks and managing **financial problems**
(for financial and accounting issues see [here](#) and [here](#))

Managing issues with suppliers – **redesigning supply processes** and terms of cooperation

Step 3 Response to needs



Periodically **informing customers** about the effective new policies and procedures

Securing provision of existing products and services

Investigating and understanding the consumers **new needs** – existing or potentially arising

3 actions to be prepared tomorrow

Action 1 Reconstruction



Identifying **weaknesses** which **need to be improved**

Developing and monitoring **alternative scenarios** (stress tests)

Redefining the **Distaster Recovery Plan** and a **Business Continuity Plan**

Action 2 Resolution



Redefining cost centers and revenue sources – **renegotiating** contractual terms with suppliers and funds

Stabilizing financial flows, searching for **new forms of financing**

Developing and modernizing **digital means of distribution** and service

Action 3 Recovery



Implementing new **flexible policies and systems** in order to offer products and services

Developing **personalized products** and services

Penetrating **new markets** and **expanding** the customer base

Preparation will yield the benefits, as long as you...

- **Accept** that there will be significant financial loss to your business or (and) to the business of your supplier or customer.
- **Turn** inaction into an opportunity for strategic thinking and new planning.
- Keep your positive thinking and, of course, **don't forget** that there is always tomorrow.





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