

Crisis Framework

Provided by DSV Consulting LLC in response to the COVID-19 Global Crisis

Our framework is simplistic and is meant to start the conversation – we are interested in what your framework looks like (please share it with us, and if with your permission, we will add to our framework helpful additions). This is not a comprehensive

1) Assessment

- a. What are our financials?
- b. What is our current insurance coverage?
- c. What government assistance is available?
- d. What is our liquidity, based upon our financials in the period of 30 – 60 – 90 days?
 - i. What Working Capital will we need?
 - ii. What assets can we sell to meet those Working Capital needs?
 - iii. What expenses / costs can we cut TODAY if needed?
 - iv. What is our current tax situation – employment, federal income, state franchise, property, and sales
- e. What is the state of our revenue in 30 – 60 – 90 days?
 - i. What products & services are selling TODAY?
 - ii. What accommodations can we make with our clients?

2) Planning – restructure for success over 30 – 60 – 90 days

- a. 30-60-90 sales goals
- b. Liquidity plan
 - i. Prioritize expenses
 - ii. Prioritize payments – “hoard cash”
- c. business operations plan
- d. Communication plan
 - i. Employees
 - ii. Clients
 - iii. Vendors
 - iv. Newsletters
- e. Tools needed– electronic, contractors, services, etc.
- f. Timeline with milestones and deliverables

3) Implementation

- a. Daily and weekly team meetings
 - i. Daily - keep them short, maybe 15 minutes and make them daily summary
 - ii. Weekly – hour max, feedback on timeline & milestones, each sub team needs to report
- b. Feedback into PLAN
- c. Communication