THE DC WOMEN'S BUSINESS CENTER

STRATEGIC REALIGNMENT - BUSINESS IN A "NEW NORMAL"

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PRESENTATION FLOW

KEY CONCEPTS COVERED

Situational Awareness

Strategic Assessment - Using the 4"Ps" of the Marketing Mix

Social Distancing & Building Virtual Bridges With Your Customers

Resources & Assistance Providers
**UNDERSTAND THE MOMENT**

Change can be frightening, and the temptation is often to resist it. But change almost always provides opportunities - to learn new things, to rethink tired processes, and to improve the way we work.

KLAUS SCHWAB

**DEFINITION**

According to Dr. Mica Endsley, situational awareness is the perception of environmental elements and events with respect to time or space, the comprehension of their meaning, and the projection of their future status.
**Strategic Assessment - Using the 4"Ps" of the Marketing Mix**

**PRODUCT**
- the goods and services that your company provides to your target market

**KEY PRODUCT DECISIONS**
- What does my customer need or want from the product? Does it meet his/her current needs?
- Is my product obsolete in this market?
- What features does my product have (or needs to have) to meet this moment?
- Are there features that the customer will most likely need or use now? What feature(s) won’t my customers use?
- How does and where will my customer use it?

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**Strategic Assessment - Using the 4"Ps" of the Marketing Mix**

**PRODUCT**
- the goods and services that your company provides to your target market

**KEY PRODUCT DECISIONS**
- How do I bring my product to my existing and/or new customers attention?
- Do I need to re-brand my product during this time?
- How can I differentiate my product versus my competitors?
- What is the maximum cost to produce, sell and increase product and business profitability? Is this a potential loss leader?
Strategic Assessment - Using the 4"Ps" of the Marketing Mix

**PLACE**

- where your product or service is distributed or available for your target market

**KEY PLACEMENT DECISIONS**

- Where will your existing or new customers find your product or service?
- If you have a brick-and-mortar retail presence, do you have an online presence (communications, catalog, store and/or purchasing platform) to keep and/or attract new customers? If so, how can you shift your business model to support online sales? If not, what resources are available for to create a distribution or sale channel?
- Do you need to outsource sales operation and/or management?
- Look at your competitors, what are they doing to reach your existing or new target market?

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**PRICE**

- cost of your product or service

Note: As you consider your pricing strategy, remember to determine the cost of goods and services (COGS) and operational expenses. Many businesses fail to do so in the course of "normal" operations to the detriment of the business.

Failing to do so in an economically distressed time is a recipe for disaster.

**KEY PRICING DECISIONS**

- What is the clear value of the product or service for your buyer?
- Is your target customer price cautious or (very) sensitive? Will a small decrease in price offer increased market share? Or, will a small increase be negligible or de minimis to your customer and increase your profit margin?
- What, if any discounts, can be offered to existing and/or new customers?
- Compared to your competitors, will the price for your product be acceptable to your target market?
PROMOTION

- the strategy for putting your product or service in front of your target market and creating the space for interest that leads to an affirmative decision to buy.

KEY PROMOTION DECISIONS

- Are there any external factors that may influence or dictate your marketing campaign or promotions?
- Where and when can you get your marketing messages to your existing and/or new customers?
- How will you reach your customer – by advertising online, social media, direct marketing, in the press, on TV, on radio, or a blog?

Strategic Assessment - Using the 4"Ps" of the Marketing Mix

PROMOTION

- the strategy for putting your product or service in front of your target market and creating the space for interest that leads to an affirmative decision to buy.

KEY PROMOTION DECISIONS

- How can you avoid customer communication fatigue or burnout?
- When is the best time to start communication with your customer?
- Look at your competitors. How are they approaching their marketing and promotions? What does (and does not) appear to work for them?
EXTERIOR FACTORS THAT AFFECT THE MARKETING MIX & CUSTOMER ENGAGEMENT

THE MARKETING MIX FOCUSES ON THE FOUR INTERNAL FACTORS THAT ARE (GENERALLY) WITHIN YOUR CONTROL AND SPHERE OF INFLUENCE.

HOWEVER, THERE ARE EXTERNAL FORCES THAT ARE NOT WITHIN YOUR CONTROL AND EVER-EVOLVING THAT REQUIRE YOUR CONSIDERATION AND FULL ATTENTION, ESPECIALLY IN OUR CURRENT ENVIRONMENT.

## External Factors

<table>
<thead>
<tr>
<th>Economic Factors</th>
<th>Political and Legal Factors</th>
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<tbody>
<tr>
<td>State of the economy - local, regional and national</td>
<td>Local, state and federal government policies and regulations</td>
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<td>Legal actions at the aforementioned levels</td>
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<tr>
<th>Infrastructure Factors</th>
<th>Natural Factors</th>
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<tr>
<td>Availability and cost of transportation, communications, and energy and its effect on production and transport of products</td>
<td>Climate, weather, geographic location, and availability of natural resources</td>
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## External Factors

### Technological Factors
- Introduction of new technologies and the obsolescence of old technologies
- Advances in biotechnology, currency exchanges, automation, and healthcare/medicine

### Societal Factors
- Changes or shifts in cultural or social customs, mores, values and lifestyles

### Social Distancing & Virtual Bridge Building

Using sports parlance - the "win" is counted in seconds, inches, and well-timed plays.

Your business and its customers look to you for offensive and defensive plans.

There are a number of resources available to help your business operate while social distant and build bridges virtually.
SBA Disaster Assistance in Response to the Coronavirus

The U.S. Small Business Administration is offering designated states and territories low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19). Upon a request received from a state’s or territory’s Governor, SBA will issue under its own authority, as provided by the Coronavirus Preparedness and Response Supplemental Appropriations Act that was recently signed by the President, an Economic Injury Disaster Loan declaration.

• Any such Economic Injury Disaster Loan assistance declaration issued by the SBA makes loans available statewide to small businesses and private, non-profit organizations to help alleviate economic injury caused by the Coronavirus (COVID-19). This will apply to current and future disaster assistance declarations related to Coronavirus.

• SBA’s Office of Disaster Assistance will coordinate with the state’s or territory’s Governor to submit the request for Economic Injury Disaster Loan assistance.

• Once a declaration is made, the information on the application process for Economic Injury Disaster Loan assistance will be made available to affected small businesses within the state.

• SBA’s Economic Injury Disaster Loans offer up to $2 million in assistance and can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing.

• These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can’t be paid because of the disaster’s impact. The interest rate is 3.75% for small businesses. The interest rate for non-profits is 2.75%.

• SBA offers loans with long-term repayments in order to keep payments affordable, up to a maximum of 30 years. Terms are determined on a case-by-case basis, based upon each borrower’s ability to repay.

• SBA’s Economic Injury Disaster Loans are just one piece of the expanded focus of the federal government’s coordinated response, and the SBA is strongly committed to providing the most effective and customer-focused response possible.

• For questions, please contact the SBA disaster assistance customer service center at 1-800-659-2955 (TTY: 1-800-877-8339) or e-mail disastercustomerservice@sba.gov

Website: https://www.sba.gov/disaster-assistance/coronavirus-covid-19

MONEY

EMERGENCY LAYOFF AVERSION ASSISTANCE PROGRAM (VIRGINIA)

Gov. Ralph Northam authorized $87,619.00 of funding to the Alexandria/Arlington Regional Workforce Council, through the Workforce Innovation and Opportunity Act, for employers eligible to remain open during the COVID-19 emergency. Period of performance is from March 1, 2020 to August 31, 2020.

The overall goal of this program is to save jobs in Alexandria City and Arlington County. https://workforcecouncil.arlingtonva.us/covid19/

MARYLAND SMALL BUSINESS COVID-19 EMERGENCY LOAN RELIEF FUND

Gov. Larry Hogan announced a package of relief measures to help businesses and workers through the COVID-19 crisis, particularly as many businesses have been forced to close.

A $75 million fund will provide loans of up to $50,000 to businesses with fewer than 50 employees. The rate is 0% for the first 12 months, and 2% for the remaining 36 months. Applicants “must demonstrate financial stress or disrupted operations” to be eligible.


Paycheck Protection Program (PPP)

The Paycheck Protection Program is a loan designed to provide a direct incentive for small businesses to keep their workers on the payroll. SBA will forgive loans (if all employees are kept on the payroll for eight weeks and the money is used for payroll, rent, mortgage interest, or utilities. The Paycheck Protection Program will be available through June 30, 2020.

This program is for any small business with less than 500 employees (including sole proprietorships, independent contractors and self-employed persons), private non-profit organization or 501(c)(19) veterans organizations affected by coronavirus COVID-19. Small businesses in the hospitality and food industry are eligible at the store and location level if the store employs less than 500 workers. This means each store location could be eligible.

You can apply through any existing SBA 7(a) lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution.

https://www.sba.gov/funding-programs/loans/paycheck-protection-program-ppp
MONEY

CENTER FOR DISASTER PHILANTHROPY COVID-19 RESPONSE FUND

The Center for Disaster Philanthropy (CDP) has launched the CDP COVID-19 Response Fund to support preparedness, containment, response and recovery activities for those affected and for the responders.

The CDP COVID-19 Response Fund will focus on supporting nonprofit organizations working directly to respond to the pandemic among the most vulnerable populations in order to help build their capacity for response.

These will include social service organizations focused on supporting hourly wage earners, workers in the gig economy, immigrant/New American populations, older adults, people with disabilities and other communities vulnerable to the physical health, mental health and economic impacts of the pandemic.


COMMON FIELD COVID-19 RESOURCES FOR THE ARTIST ORGANIZATION FIELD

This list is for arts organizers. It is a live document with national resources, including grants.

https://www.commonfield.org/projects/3940/covid-19-resources-for-the-artist-organization-field

FACEBOOK SMALL BUSINESS GRANTS PROGRAM

Facebook is offering $100M in cash grants and ad credits for up to 30,000 eligible small businesses in over 30 countries where we operate. More details to come.

https://www.facebook.com/business/boost/grants

RESOURCES & TOOLS

COMMUNICATION

EMAIL MARKETING PLATFORMS

• SendinBlue
• ConstantContact
• ActiveCampaign
• GetResponse
• MailerLite
• SendPulse
• MailChimp
• BenchMark
• ConvertKit

CONFERENCE/VIDEO CONFERENCE

• FreeConference.com
• Zoom
• Skype
• Google Hangouts
• UberConference
• FreeConferenceCall.com
• Join.me
• WhatsApp
• GoToMeeting
• Slack

REMOTE WORKING

CLOUD STORAGE

• Google Drive: 15GB free
• Box: 1GB free
• OneDrive: 5GB free (1TB for students)
• Amazon Drive: 5GB (+ unlimited photos with Prime)
• iCloud: 5GB free
• Dropbox: 2GB free (up to 18GB with referrals)
• Evernote

PRODUCTIVITY & TIME TRACKING

• Harvest
• Toggl
• Tracking Time
• TopTracker
• RescueTime
• FocusMe
• Clockify

PROJECT MANAGEMENT

• Trello
• MeisterTask
• ToDoist
• KanbanFlow
• Freedcamp
• Asana
• Paymo
• Bitrix24
• Wrike
• Monday.com

TEAM MESSAGING

• Slack
• Microsoft Teams
• Rocket Chat
• Zello
• Bitrix24
•繁华
• Fleep
• Mattermost
I HAVE COME TO BELIEVE THAT CARING FOR MYSELF IS NOT SELF INDULGENT. CARING FOR MYSELF IS AN ACT OF SURVIVAL.”

Audre Lorde

Care for Your Coronavirus Anxiety, a project by Shine
https://www.virusanxiety.com/

THANK YOU