

COVID-19 SUPPORT FOR BUSINESSES

We are in unprecedented times with Covid-19 impacting business, employment, livelihoods and all aspects of daily life. This has resulted in a new operational reality for all businesses and people. For some business owners they may be experiencing a cash crisis, for others working from home a continuity crisis, and for those in essential services, may be struggling to keep up with demand and delivery.

One of the most important keys to coming through this is: Business Continuity Planning and Recovery. It's important is to be prepared, plan how the business can continue through major disruption, and emerge out the other side stronger and still in business.

We are pleased to advise that BreakThrough Business Solutions have been approved as a provider for Business Continuity Planning and Recovery, with Regional Business Partners to support SME's through Covid-19.

There is now additional funding available, and this will be at 100% fully funded if companies meet the criteria. This will be to the maximum of \$2,000 in order to support as many businesses as possible.

The criteria to be considered are:

1. You are an employer with less than 50 staff
2. Your business was generally sound prior to the COVID-19 challenge and with the right support should survive to provide jobs and income in the future
3. You need the financial support from RBPN
4. The COVID-19 crisis is affecting your business

Funding is open to those who have never accessed it before, and also for those who have received funding previously through ATEED and NZTE. The process has been streamlined and made easier for all applicants and involves completing an application, a phone call with a regional business adviser to discuss the business needs and to determine if you qualify, then a short process to make the booking online.

Over the page is how we will be supporting businesses.

Business Continuity Planning and Recovery

PLANNING:

Review current business, revenue lost, impact on staff, expenses and financial position. Identify ways to mitigate risk and minimise the impact of Covid-19 to current business. Re-think strategy and explore the need to Pivot during this time, look for opportunities in the market and what the business CAN do to trade out of this time. Innovate and create new income streams where possible and focus on short term goals to increase revenue, and keep staff engaged and productive.

IMPLEMENTATION:

Develop a practical 90 day action plan for the business owner and staff members to implement tactics and strategies and initially focus on short term results. For some companies this may be to Survive and emerge still operational, for other businesses they may see an increase in growth and the need to manage this increase in workload and manage systems to service increased work. Implementation also requires close communication with staff, ensuring strong leadership to keep the team motivated and positive. Mindset and Motivation training will be provided to help business owners and employees to work through this time.

RECOVERY:

To pro-actively develop 'market readiness' and upskill business owners and staff to respond quickly to change. This requires staff to be agile and focused on problem solving. To have developed the 90 day plan for short term disruption, and implement rapidly.

To also focus on the next 6 – 12 months to enable businesses to increase business as we emerge from Covid-19 into a new business environment and marketplace. This will be important to ensure businesses can increase revenue, support staff and safeguard their future.

If you would like help to support your business through Covid-19, keep your staff engaged and motivated, and develop a clear step by step plan to not only get through this but focus on recovery as you emerge from lockdown, then get in touch. We can let you know how to apply for 100% funding, it is an easy and streamlined process, and we're here to help.

Fiona Clark
(021) 991 917
fionaclark@bbsolutions.co.nz
www.businessgrowthcoach.co.nz