

# COVID-19 **Crisis**



Business  
**Support**



Into The Blue  
— NZ LIMITED —

**Continuity**  
Planning



# Business Support & Continuity Planning

*Take advantage of the lockdown, treat it as an opportunity not an enemy*

Into The Blue's Covid-19 Crisis – Business Support and Continuity Planning service is fully funded up to \$2,000 by the Regional Business Partner Network through the Management Capability Voucher Fund. It has been setup by the Government to provide Business Advisor 1 on 1 support and coaching to cover the following areas:

- Human Resources
- Health and Wellness
- Business Continuity Planning
- Finance and Cashflow Management

This support will also include testing both the owners' and their business's resilience and providing coaching and support on how to increase that resilience.

As no two businesses or business owners are the same, this support and coaching will be tailored to your specific needs.

The following slides will go into more detail not all of which maybe relevant to your business.

# Human Resources

## During The Lockdown

- What do we do with and how do we treat our staff during the lockdown?
- Can we do chargeable work during the lockdown?
- Are we an Essential or an “On-Call Essential” business?
- Have we made a Covid-19 Wage Subsidy claim?
- Do we know how we are going to pay our staff and ourselves?
- Will we require the same levels of staffing post-lockdown?
- Are we prepared to hit the ground running post-lockdown?
- Do we know who our key staff are, and can we provide cover if they have to go into isolation post-lockdown?
- What are our mission critical activities, and can we provide them with staff absences or a reduced workforce post-lockdown?





# Health and Wellbeing

This is one of the most underestimated and overlooked issues in the “can-do,” “she’ll be right” New Zealand and includes:

## Staff – both Employees and Contractors

- How do you stay in contact with your staff during lockdown and work from home periods?
- Are you doing anything extra to help stay at home staff feel part of the team?
- Are you helping staff to setup their own networks so they can stay in contact with each other?

## Business Owners

- Are you a border-line workaholic having difficulties in dealing with the lockdown and worrying about the potential demise of your lifetime’s work?
- Do you have a network of people that you can talk to in times of need?
- Do you have someone to talk to about business issues or worries?
- Do you need help to setup technology so that you can keep in contact remotely?
- Are you outside of your comfort zone?



# Business Continuity Planning

This includes short, medium and long-term plans on how to cope with the immediate issues of the current Covid-19 lockdown, if the lockdown is extended, hitting the ground running post-lockdown and a recovery plan once New Zealand comes out the other-side of Covid-19 which includes:

## During The Lockdown – take advantage of this time

- Ensuring that you are “agile” enough to make immediate decisions and changes to cope with the changing economic landscape.
- What is the economic landscape going to look like post lockdown and up to and after border restrictions are lifted?
- Investigate how Covid-19 is going to affect your current market segments and market channels?
- Are there any potential markets that you can tap into that have been less affected by Covid-19 such as the primary sector?

This is a good time to update / write your marketing strategy and marketing plan. Remember that there is both government fully funded and co-funded money available to engage a Business Advisor for help and support.



**Take advantage of the time provided by the Lockdown.**



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# Finance and Cashflow Management

This includes the impact of a downturn in your business from:

- Reduced production / productivity from potential staff shortages (sick, self-isolation, caring for family, etc).
- Decrease in demand from the impact of strict / closed borders.
- The cost of changing your market strategy to target new markets.
- Cost cutting to generate funds and compete in the changed economic landscape.
- Refinancing loans to take advantage of lower interest rates.
- Potential staff redundancies to fit with a downscaled business.
- Updating cashflow plans on a regular basis to stay in-line with the changing economic landscape.
- Taking advantage of loan / mortgage holidays, the use of Government funding, subsidies and tax deferrals plus any other offers or arrangements that will help to maximise your cashflow such as a "Gem-card" which gives 6 months+ interest free on purchases.

Keep on top of what funding, subsidies and tax relief are being offered by the government, banks and other institutions as this is being updated on a daily basis.



**Don't be scared to take advantage of any offer that may improve your cashflow.**



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