

Getting Back To Business Operational Considerations

POWERED BY



U.S. Small Business
Administration

Building Blocks to Successful Re Open



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Today's Webinar Housekeeping Notes

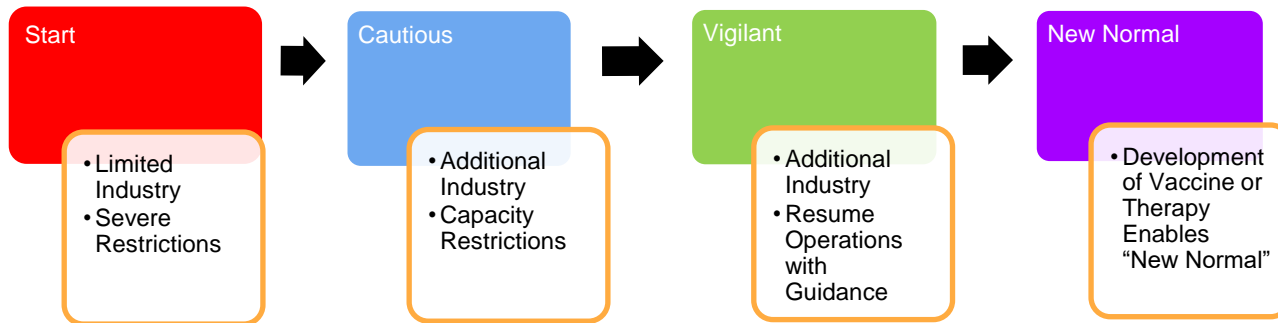
- You have all been muted
- Questions can be typed into the “chat” feature
- We will answer as many questions as possible after the presentation
- A recorded version of this presentation including the slides will be posted on the sema.score.org website in the “Take A Workshop” tab
- Slides, templates and worksheets described in this webinar will be available via Dropbox. All participants will receive an email with instructions to access

Our Presenter
Michael Bissanti

Today's Content

- Where are we TODAY?
- Operations
- Leadership
- Team & Team Building
- All aimed at helping you re-open efficiently and effectively

Four Phase Approach to Opening Massachusetts



Reimpose restrictions if there is a resurgence

“When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible.”

Howard Shultz, Founder, Starbucks

Audience Poll



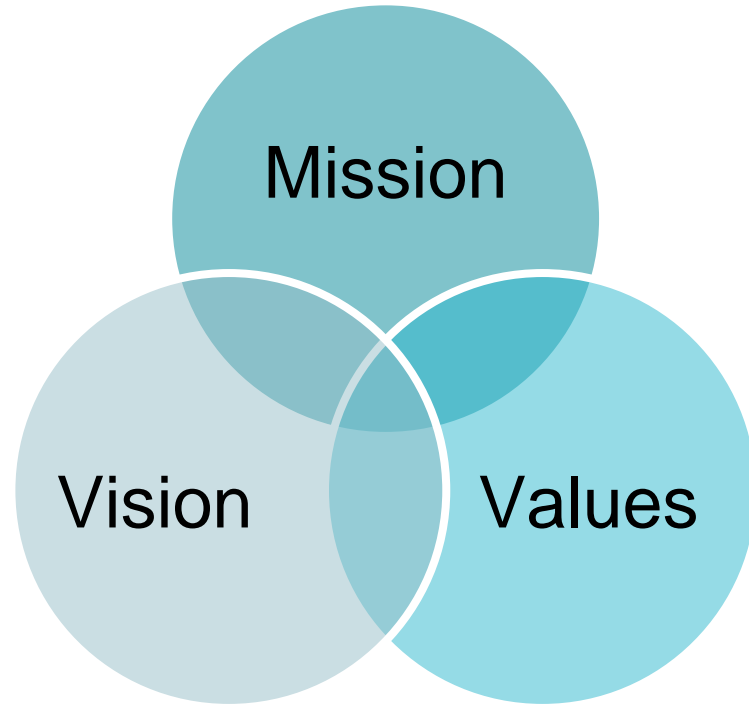
What is the current state of your business?

Closed

Partially
Open

Totally
Open

Vision of the future



Operations

Business as usual or PIVOT?

New revenue streams?

Who is your Customer? Demographic...Older/Younger?

What is important to them?

Safety?

Convenience?

New Products?

What are your customers looking for and do I provide that to them?

What opportunities are there for you to create new revenue streams?

Curbside? Appointments? Contactless Delivery?

Online ordering & E-Commerce?

Operations - Facility

Identify & Implement Facility Maintenance Plan

- Social Distancing Guidelines
- Physical Customer Interaction
- Everything depends on customer proximity
- How can you make them feel you are protecting their health?
- Will the customer's behavior change? YES! For how long?
- What are the new customer expectations?
- How can you adapt? Social distancing? Cleaning?
- These issues are not going away quickly!
- Communication with your customers is KEY!

Operations & Safety

- Facility
- Team
- Product / Service
- Customer



LEADERSHIP

Leadership

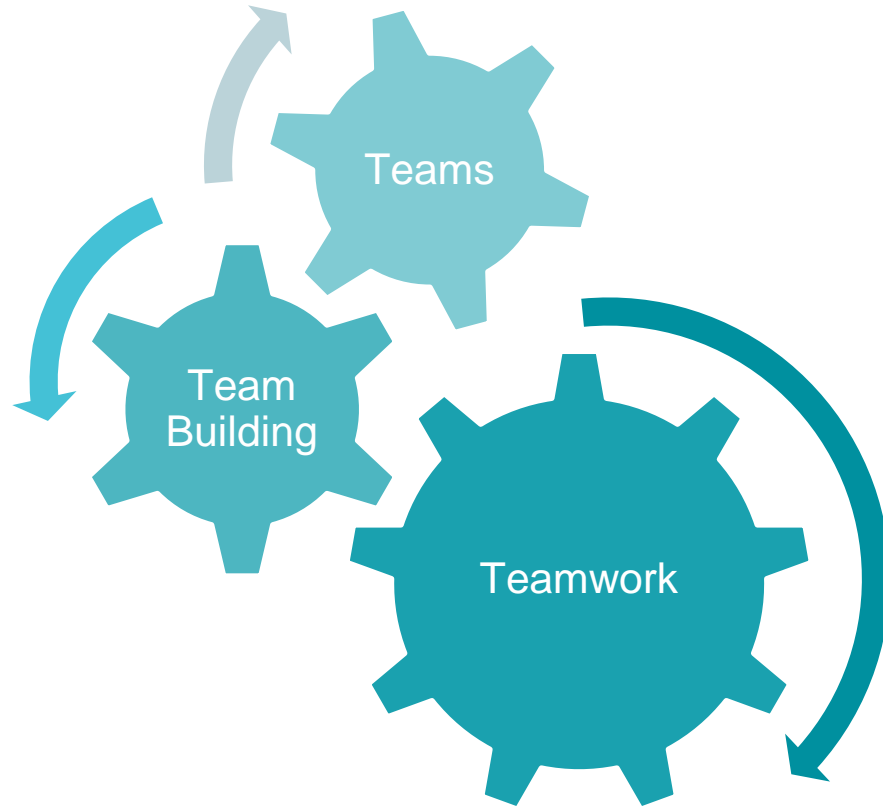
People need leadership during a crisis, and
that leader is you!

Crisis Leadership

- Get everyone on the same page
- You are being watched
- Be Positive!
- Be Honest!
- What do you stand for?
- Have empathy
- See the big picture
- Slow down & Stay Calm
- Have a plan

Audience Poll





Culture & Productivity Diagnosis

- Ask yourself these questions...
 - Micromanaging
 - Embrace or disregard staff suggestions? Staff are afraid to contribute?
 - Gossip & Drama
 - Overworking
 - High Employee Turnover

Team Building

- Does your team have the “chops” to help you through this?
- How do you get the right people on the bus?
 - Case Study
- The Employee Experience
- Character and Competencies
 - Resilience
 - Patience
 - Teamwork
 - Leadership Qualities?
 - Aligned Values

Positive Employee Experience Starts Here...



Reactive



Proactive



...and gets you HERE...



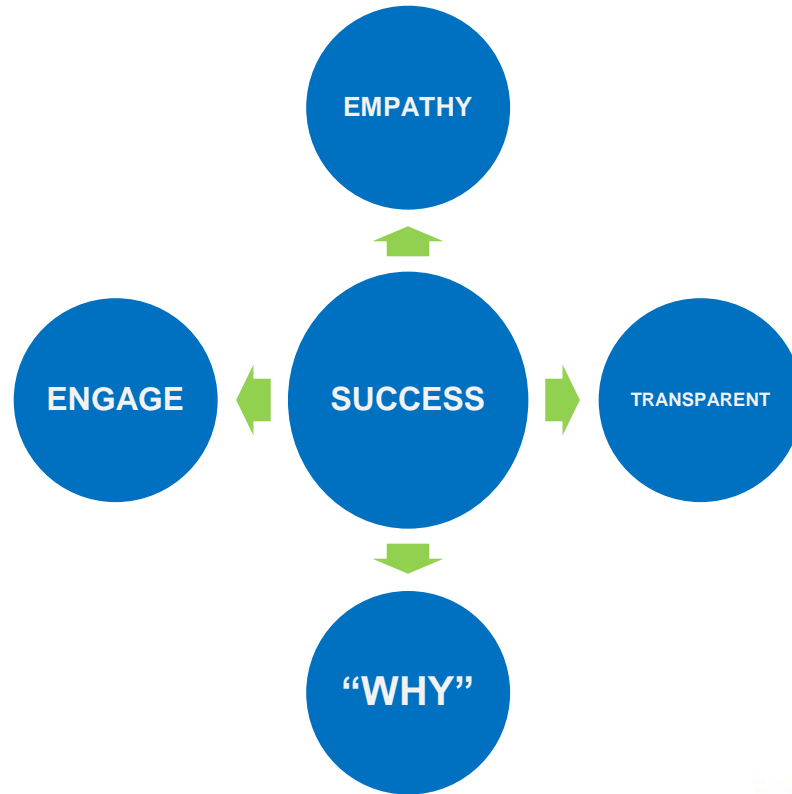
Micromanaging



Trust



Leadership & Teamwork



Empathy

- Make connections with your team that focus on them, their families, their well being and their concerns
- “What can I do for you?”
- “How are you?”
- Daily Check in’s...ZOOM !
- Pre/Post shift or Start/End of Day team meetings to unite your team
- This is not about profits or sales!

- Make it about them!

Transparency

What are your biggest concerns?



What challenges are you facing?

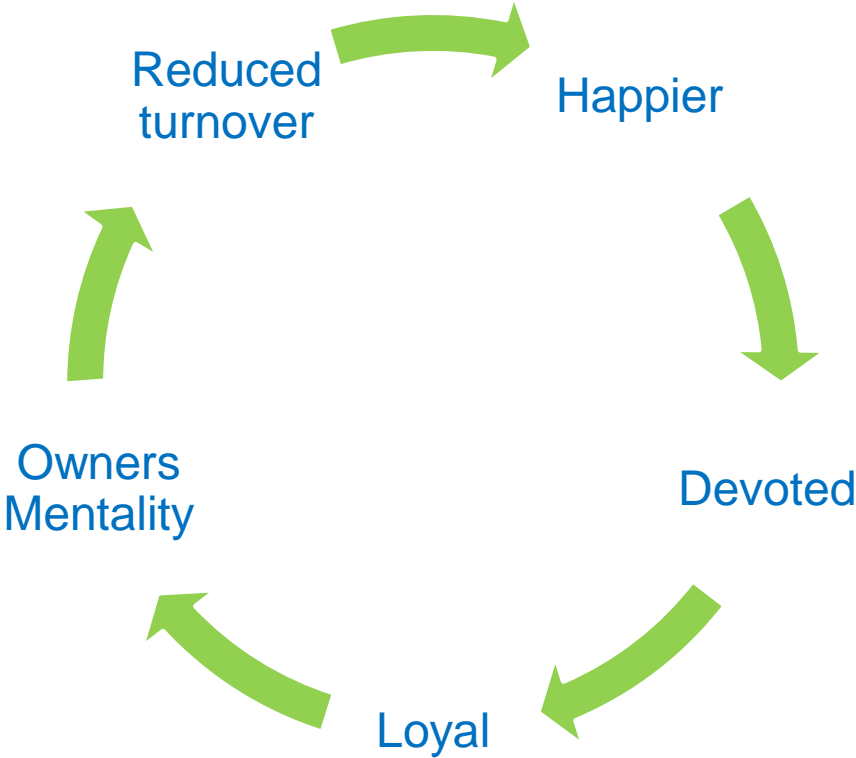


Be Positive and Encouraging!

Start with “why”

"Great leaders are those who trust their gut. They are those who understand the art before the science. They win hearts before minds. They are the ones who **start with WHY.**" Simon Sinek

Engage



Four Pillars of Building Strong Teams



Wrap Up...

Key Takeaways...

“When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible.”

Vision ~ Team

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Thank You!

QUESTIONS?