Doing the **right things now** decides the future of your business, creates instant transparency and re-establishes control in dynamic COVID times.

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**Your business is being demolished by the speed and volatility of events**

- Demand and revenues are collapsing
- Operations are closing or running low
- Many employees cannot continue to work
- Supply chains are broken or uncertain
- Raw material prices are volatile & P&L is going south
- All business & operations plans to date are outdated

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**Move Tactically**

- Protect the health of your people
- Reduce cost and postpone payments, gain governmental support
- Ramp down but keep the supply and operations running (preventing from building it again from scratch when ramping up after crisis)
- Defer/postpone turnarounds where possible
- Defer preventive maintenance where possible
- Negotiate with suppliers and customers on keeping the business alive
- Encompass digital and remote working as much as possible

**Coordinate Strategically**

- Think in business scenarios and a short, mid term and strategic plan to navigate through and ramp up after the crisis
- Use the key learnings to make your business asset mgmt. stronger, more agile and less vulnerable in the future:
  - Reconsider your global asset footprint
  - Create strong alliances with suppliers and customers
  - Correct your make-or-buy strategy to avoid dependency and vulnerability
  - Use digital and automation technology where possible
  - Re-Plan your operations within scenarios and define concrete action steps to get ready for the “New Normal”

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