

Reimagine Your Business In a COVID-19 Economy

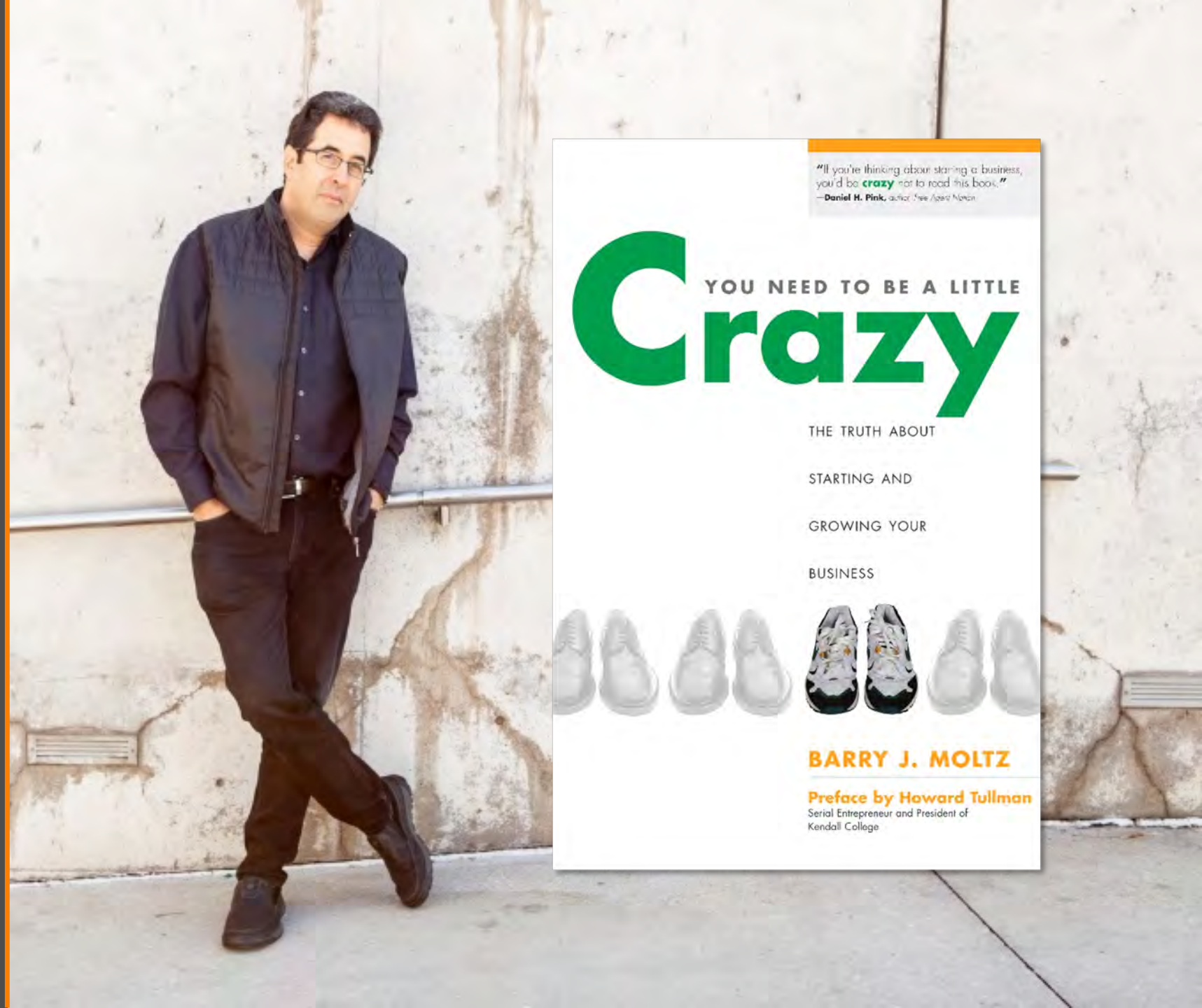
Barry Moltz

Small Business Expert

barrymoltz.com



What's The Story?



"If you're thinking about starting a business, you'd be **crazy** not to read this book."
—Daniel H. Pink, author of *Drive*, *Lean In*, and *When*

Crazy

YOU NEED TO BE A LITTLE

THE TRUTH ABOUT
STARTING AND
GROWING YOUR
BUSINESS



BARRY J. MOLTZ

Preface by Howard Tullman

Serial Entrepreneur and President of
Kendall College

THE WORLD

HAS

CHANGED





Practicing
#safesix?



Masking
for a
friend...



STAY SAFE
#MASKON



✓ **Bucket List**

Entering a bank
with a mask on
and not getting
arrested



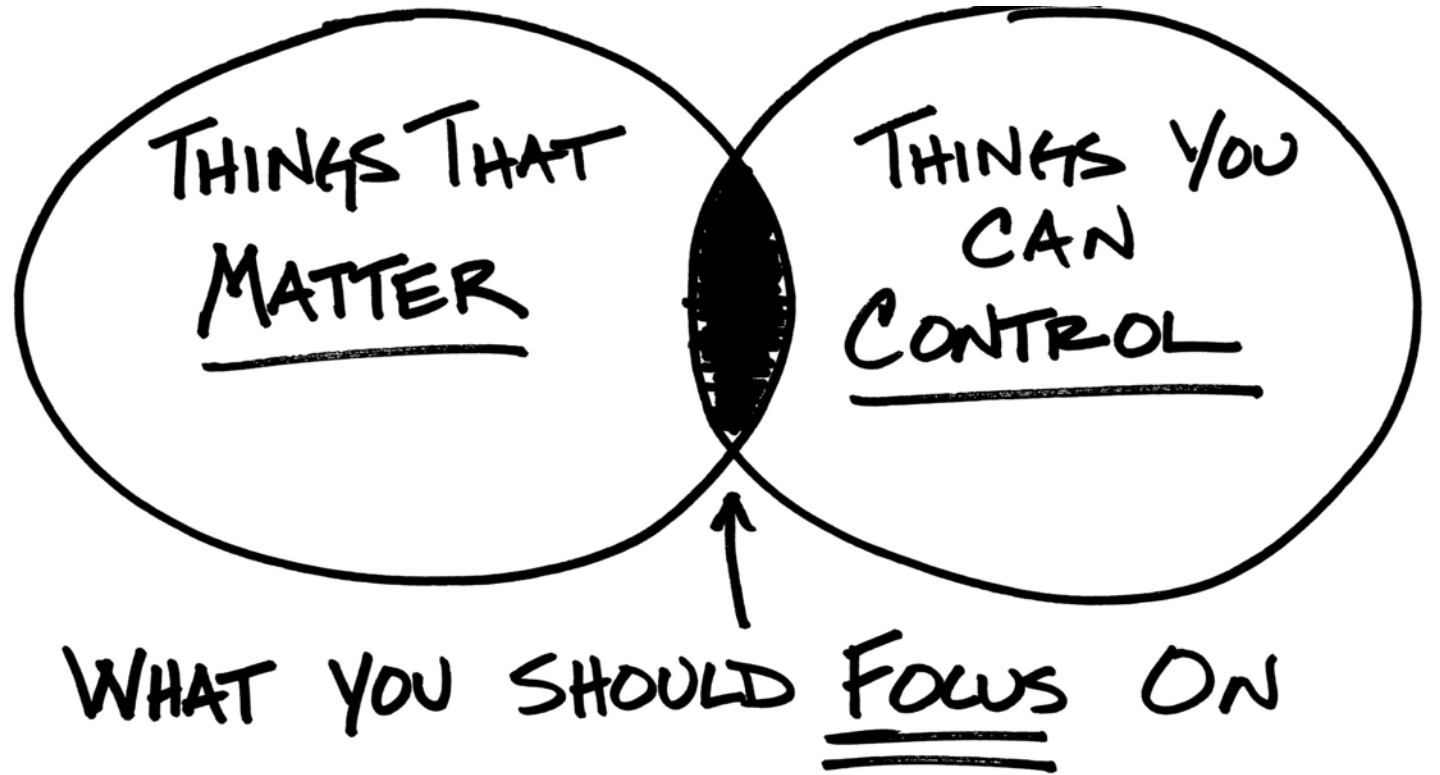
**How long will
the pandemic
last?**

**How long will
economic
recovery take?**

This Webinar is **Different**



It is Critical
to Look Here







CAPTAIN
Chesley "Sully"
Sullenberger

IN A DISASTER OR ABRUPT CHANGE:

1. Aviate
2. Navigate
3. Communicate



Aviate:
Business is About
People First





**Talk to the
Customers**



Presenting **One** Question

Navigate:

Picture a world
where people
leave their homes
less?

What Does Your
Company Look
Like Now
Online?



Ask customers:

'If you could wave a magic wand and make your life easier, what's one challenge you have right now that you'd love to go away?'

- Keith Schacht, Former CEO of Mystery Science

Disruption vs Innovation



Terry Jones

Barry Moltz





**Reimagine for
the Future!**

Reimagined Logos



THE VALUE OF A

**TEMPTING
TAGLINE**

GREATESTSTORYCREATIVE.COM

Updated Tag Lines

Allstate:

You are in Gloved Hands

AT&T:

Reach out and Zoom someone

Charmin:

Please don't squeeze the person
buying that last roll of TP



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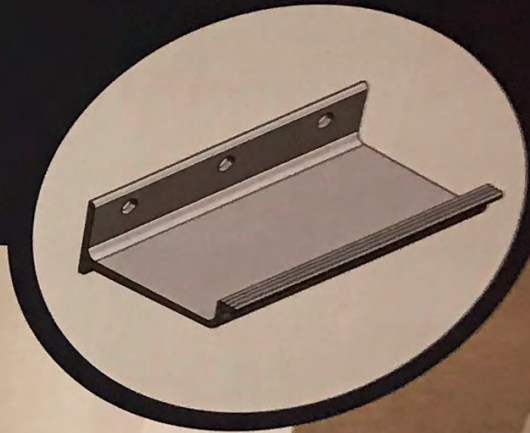


To place an order, call 480.681.0230.

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McCoy Stadium

2	BALL 0	STRIKE 2	OUT 0	0	0	0
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Happy Father's Day!







ARITZIA

INTRODUCING

AMC
THEATRES

ON DEMAND



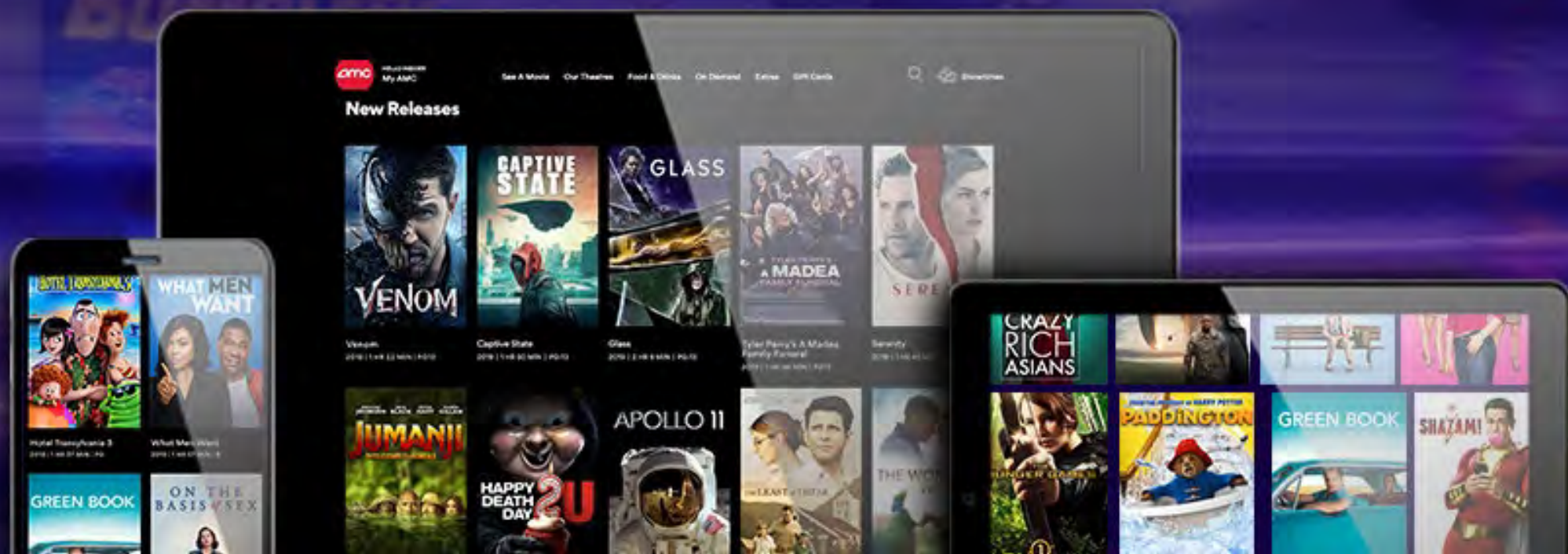
Rent or buy movies



Watch at home or on the go



Earn AMC Stubs® points



Evolving Business Models

SoCal K9 dog offers online training

SMIFF US OUT    



HOME ABOUT TRAINING PROGRAMS SCHEDULE GET IN TOUCH BOOK NOW BLOG

Schedule



COVID-19 Update: During this unprecedented time we are complying with state and county driven guidelines. Unfortunately, at this time, we are unable to offer private in home lessons and group classes are on hold until the quarantine is lifted.

Although we are sad that we can't meet with you all in person, **we would love to meet with you on-line or over the phone.** If you'd like to book a session, please [click here](#) to see available times for private on-line sessions, phone consults and walks.

Private Lessons: We are available Tuesday-Saturday, 10am to 6pm, **by appointment only.** Lessons may be scheduled in the home, office or in an approved public area.






Group Training Schedule: (Attendance Requires Trainer's Approval and RSVP to book attendance)

Thursday's 11:00am to 12:00pm (San Juan Capistrano)
Sunday's 9:00am to 10:00pm (San Juan Capistrano)

Home » Schedule

Search

Recent Posts

-  Rattlesnake Safety...in a COVID-19 era
April 2, 2020
-  Rainy Day Dog Training Games
March 20, 2020
-  Rattlesnake Avoidance Training
March 2, 2020
-  New Puppy Checklist
June 2, 2019
-  Punny Housebreakin



SoCal K9 Training

March 20 at 12:30 PM · 

Looking for a few training game idea's? Check out the latest blog post...

<http://www.socalk9training.com/rainy-day-dog-training-games/>



 2



Shopping for a Car?

NanoSeptic[®] Continuously Se



How can we safely travel in the future?





A circular graphic with a white border and a light gray background. In the center, there is a red prohibition sign (a circle with a diagonal slash) overlaid on the text "BRAND LOYALTY" in bold, black, uppercase letters. The graphic is surrounded by a textured, orange-brown splatter effect.

BRAND LOYALTY

With
Disruptions



AT&T LTE 5:39 PM 41%



Tweet



barrymoltz ✓ @barrymoltz · 1h
Why did I leave my first class seat at @Americanair for @Southwest? One word #safety #COVID19



1 3



Southwest Airlines ✓
@SouthwestAir

Replying to @barrymoltz

Hey, hey, hey! We're thrilled to have you onboard with us today,

Tweet your reply





**Time to
Reimagine!**

**The 3 Steps to Reimagine
Your Business**



Create complete inventory of your company assets:

People Skills

Data

**Relationships
& Access**

“Secret Sauce”

What is the most **valuable** people skills of your team?



**What Else
Can Your Team
Execute On?**



Retooling Assets for **New Products**





**What valuable
customer or vendor
data do you have?**



Customers
Buying Habits

**Proprietary
Trade,
Personal or
Government
Relationships
or Exclusive
Access?**



New Partners





Who are the new partners and vendors who can **use current or retrofitted assets**, even if in a totally different industry



www.projectcartoon.com
How the customer explained it



www.projectcartoon.com
How the team designed it



www.projectcartoon.com
What the customer really needed

What Customers **Need:**

- Safety
- Food
- Entertainment
- Online connections
- Save money
- COVID-19 Protection/ Immunity

The **New** Math?



What Does
**FINANCIAL
IMPLICATIONS**
Mean?
(With Examples)



BeTheBudget

Financial Implications

- What does the business look like now?
- What are the projected income and expenses?
- What people are needed to execute?
- What does cash flow look like in the next few months?
- What are the new KPIs?

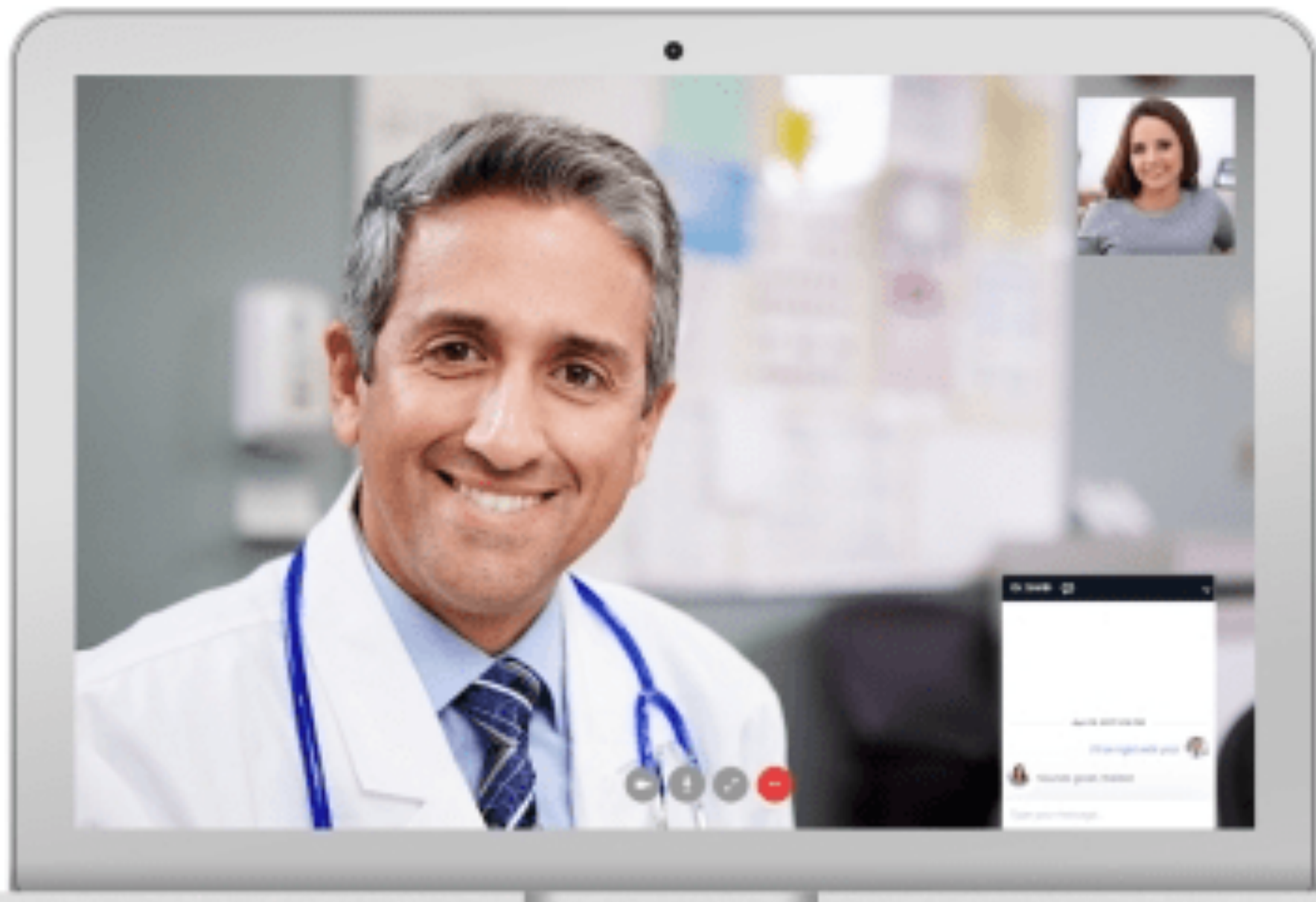


THE MISSION

What does this **changed mission** mean to employees?

WHATEVER
OBSTACLE
YOU MAY
BE FACING,
IT'S NOT
PERMANENT.

It's not forever...
but it can be added to
your product or
service mix!





You Must
Communicate:
Your Business Community

Take a Virtual Vacation

Soon, we will step out from behind our screens. But thanks to the wonders of technology, you can still see the world from the comfort of your home — through virtual tours, movies, TV shows, podcasts and books. And when you're ready to travel again, we will be right here waiting for you.



**Keep Your
Community
Together
and Loyal**

Real Estate Companies

Jameson | Sotheby's
INTERNATIONAL REALTY

The city is quiet.

Check out the attached for some cool photos of Chicago's Busy Spots Turned Empty....



APRIL INDOOR ACTIVITIES

his month? Here are some ideas to keep everyone entertained.

WHAT TO DO

1. Explore some new recipes
bit.ly/EasyPantryRecipes
2. Get a jump start on spring cleaning
bit.ly/EarlySpringCleaning
3. Bust out some classic board games
bit.ly/PartyBoardGames
4. Get artsy, and try your hand at a new craft
bit.ly/EasyDIYCrafts

WHAT TO READ

1. Download a top audiobook
bit.ly/TopAudioBooks
2. Get a digital library card
bit.ly/DigitalLibraryCard
3. Start a virtual book club
bit.ly/BookClubDigital
4. Grab a New York Times best seller
bit.ly/BestSellerNY

dreamtown

Real Estate
Agents

**Ask your
customers to join
in!**



We're excited to share our office fitness classes with you. Last week, icebreaker NZ's in-house personal trainers (aka James and Jane from our planning and business teams) held our first virtual sweat session to connect us all at home. It was such a success we want to share the class with our icebreaker community.

Join us as we shake off those home vibes and reinvigorate our minds. No equipment needed.

Change Is
Hard for Us...

The Brain is
Against Us





Change Comes When We
Have **No Choice** and We
Have **Less to Lose**

Think Like a Start Up: Take More Risk





KEEP CALM

Let me know how I can help

Barry@Moltz.com