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LLoL NAVIGATING THRU UNCHARTED WATERS

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Quick Summary: During unsettling times, it is essential to think through the current situation and plan accordingly.

Abstract:

During unsettled times, it is easy to follow the herd mentality and take immediate action without first objectively evaluating both the short-term and long-term likely events and their impacts on your business. One must plan to get through the current situation and emerge in a position that will allow quick recovery.

This presentation has been created for audiences that participate in the Life Lessons Over Lunch (LLoL) program. The LLoL program is part of North Point Ministries (Alpharetta, GA) outreach program. There are over 400 LLoL groups located across the country and overseas. Individual groups meet regularly, share a free lunch, and watch videos or listen to speakers discuss a wide variety of topics of interest to the group. Open dialogue is encouraged during these informal meetings. Information about the program can be found at <https://lifelessonsoverlunch.com/about-us>.

This presentation is based on articles and other presentations included in the www.CxO-Atlas.com website. Access to all content and website registration is absolutely free. The website contains over 620 short articles covering many aspects of starting and running a business. The target audiences include entrepreneurs, CxOs, and senior staff members of private companies. Most articles are two pages in length and can be read in two or three minutes. Think of the site as an operational reference guide. This presentation and an accompanying text document that contains notes for each slide can be downloaded by any register website user. Instructions on how to register for the site are included at the end of this article.

This presentation was created during the initial onset of the COVID-19 virus in the United States. In the last week or so, the stock market has seen its worst decline ever. Virtually all public events have been cancelled, and many businesses have been forced to close down or dramatically curtail their operations. In addition to the tactically and strategically prudent steps that are being taken, irrational behaviors have also occurred. The hoarding of toilet paper is probably the largest and most outrageous action that has been taken.

Clearly, every business manager and owner is attempting to determine what to do in these unprecedented times. No one knows, especially the talking heads that are constantly on the 24 hour “news” channels, how long this situation will last or how severe it will be. Uncertainty is the only thing that is certain.

Businesses need to avoid the natural knee-jerk reaction that is easy to follow. As the title of this presentation says, the challenge is to navigate THRU these uncharted waters instead of focusing on working IN them.

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