

## Getting Started

Taking back control of your business begins with clearly understanding how the recent upheaval has impacted each of the major categories of your operations. Once you have been able to prioritize where you need to focus, you can begin to rethink your business.

Complete the 17-point diagnostic report below to determine how and where COVID–19 has impacted your business as you move forward.

<b>COVID–19 Impact Report - 17 POINT DIAGNOSTIC™</b>				
<b>CATEGORY</b>	<b>C-19 IMPACT</b> 1 = low impact 3 = medium 5 = high	<b>PRIORITY</b>		
		<b>LOW</b>	<b>MEDIUM</b>	<b>HIGH</b>
Ownership / Management				
Transition Readiness				
Strategic Business Plan & Goals				
Product / Service Offering				
Marketing				
Sales				
Finance & Financial Performance				
Operations & Processes				
Employee Engagement & Communications				
Human Resources				
Customer Service				
Information Technology				
Risk Management				
Property, Plant & Equipment				
Distribution & Supply Chain				
Business Social Responsibility (BSR)				
Future-Proofing				



## **Instructions**

In the COVID-19 Impact Column, give each of the 17 business categories a 1 – 5 ranking as to how the COVID-19 Pandemic has impacted that specific category. For example – under the ownership or management structure of your business – has there been a low, medium or high impact on how you operate?

Next in the 'Priority' section check off how important this category is overall in your business as you move forward. Complete each of the 17 categories on the report.

## **Taking Back Control of Your Business**

When you're done you should have a fairly clear perspective of what your priorities should be and where you need to focus. If you would like some help working through this or discussing your ideas, we are here to help.

Visit our website at [www.btahelps.com](http://www.btahelps.com) or contact us at [info@btahelps.com](mailto:info@btahelps.com) / 416-994-8771

We will provide you with further details of the implications of your results and help you get started on what you need to do to begin your forward transition.