

# EV LUTION 20

## Navigating to the NEXT Normal

Virtual Conference Series July 7 – July 28, 2020

# NAVIGATE YOUR BUSINESS TO ITS NEW NORMAL



## TRIAGE

*STOP THE FREE FALL TO STABILIZE YOUR BUSINESS FOR THE SHORT TERM*

- Create models to get a clear financial picture
- Shore up cash by reviewing all expenditures, including staff
- Increase communication to maximize client retention
- Assess infrastructure to minimize risk

**TIMING:**  
2-4 WEEKS



## FORMATIVE ASSESSMENT

*CREATE ACTION PLANS FOR VIABILITY BASED ON LEARNINGS*

- Analyze products and services to attain best market potential
- Navigate regulations to determine best applications
- Communicate pivots to your stakeholders and gain alignment from your board
- Create or adjust delivery models

**TIMING:**  
1 MONTH



## TRANSITION

*IMPLEMENT YOUR PLANS AND MEASURE RESULTS*

- Roll out new or reposition existing products and services and test pricing models
- Formalize human capital infrastructure and policies
- Reevaluate forecasts and models
- Ensure compliance with applicable regulations

**TIMING:**  
1-2 MONTHS



## OPTIMIZATION

*INVEST IN WHAT'S WORKING AND DIVEST OF WHAT'S NOT*

- Measure business performance to ensure benchmarks are being met
- Invest in modernized technology to meet new customer expectations
- Secure funding for strategic investments
- Re-benchmark key cost centers

**TIMING:**  
3 MONTHS



## GROWTH

*ADAPT TO THE NEW NORMAL AND OPERATE AT A HIGH CAPACITY*

- Form task forces to look for new opportunities
- Add leadership to execute innovative initiatives
- Leverage the latest technology such as AI, bots and mobile platforms to increase business functionality
- Capitalize on expansion strategies and directives such as M&A, geographic growth and new product development

**TIMING:**  
3-6 MONTHS

Use Zoom's chat feature to send the panelists questions throughout the webinar. We will be answering them at the end.





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*Chief Financial Officer*

Peterson CAT



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# CFO Spotlight Interview: Embracing What's NEXT to Promote Growth

Growth Stage



Questions?

For more information, contact us at [EXPERTS@ARMANINOLLP.COM](mailto:EXPERTS@ARMANINOLLP.COM)

- Join us for More Sessions in the Growth Stage
- July 23<sup>rd</sup> – 27<sup>th</sup>
- Live and On-Demand
- To learn more and register go to [armaninollp.com](http://armaninollp.com)

