

There is so much information about COVID-19, so we've decided to distill this for you, offering you the most important and relevant information about navigating this from a business perspective.

You'll find resources here on planning financially, working remotely, helping your employees cope, and leading with excellence during a crisis.

We will do our best to continue to update the resources found here as there are new developments and programs available.

As always, I'm here to offer any guidance you need on concerns about your business and business continuity.

Together we will get through this. I intend to fight like a demon to deliver the right talent, technology and outstanding service to my clients.

Drayton

**Owner | Husband & Father | TeamLogic IT – Memphis**



### **Top 10 Best Practices For Businesses Amid COVID-19 (See long version down below)**

1. Prioritize Issues of Greatest Urgency
2. Care for Your Customers
3. Manage Your Cash
4. Ensure your Team is Your Secret to Success
5. Embrace New Technology That Will Better Your Business
6. Triple Your Communication
7. Learn How Best To Manage Your Work From Home Strategy
8. Use Video Conferencing
9. Beware of C19 Phishing Attempts. Educate your Staff
10. Look for Opportunities to Do Something Extraordinary

### **FIRST LET'S START OF WITH SOME GOOD NEWS ABOUT THE C-19**

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There have been A LOT of facts going around regarding C-19, INCLUDING a flurry of "positive news" items to lift our spirits.

Here are a number of major victories from the Pandemic line. They've been fact checked by fellow MSP owner Peter Diamandis and his Team. Links are provided so that you can read more.

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**(1) Vaccine development:** An experimental vaccine developed by Moderna Inc. began the first stage of a clinical trial on Monday, with testing on 45 healthy adults in Seattle. [\[link\]](#)

**(2) China's new cases plummet:** China has now closed down its last temporary hospital built to handle COVID-19. Not enough new cases to warrant them. [\[link\]](#)

**(3) Drugs that work:** Doctors in India have successfully treated two Italian patients with COVID-19, administering a combination of drugs — principally Lopinavir and Ritonavir, alongside Oseltamivir and Chloroquine. Several are now suggesting the same medical treatment, on a case-by-case basis, globally. [\[link\]](#) [\[link\]](#)

**(4) Antibodies to the rescue:** Researchers at the Erasmus Medical Center claim to have found an antibody that can fend off infection by COVID-19. [\[link\]](#)

**(5) 103-year-old recovery:** A 103-year-old Chinese woman has made a full recovery from COVID-19 after being treated for 6 days in Wuhan, China, becoming the oldest patient to beat the disease. [\[link\]](#)

**(6) Stores re-opening:** Apple has reopened all 42 of its Apple retail stores in China. [\[link\]](#)

**(7) Test results in 2 hours:** Cleveland's MetroHealth Medical Center has developed a COVID-19 test that can now deliver results in just two hours, rather than in a matter of days. [\[link\]](#)

**(8) South Korea's dramatic drop in new cases:** After its peak of 909 newly reported COVID-19 cases on February 29th, South Korea has now seen a dramatic drop in the number of new cases reported daily. [\[link\]](#)

**(9) Mortality rates inflated?** Experts predict that Italy has seen a higher mortality rate of COVID-19 given its significant aging population, as well as its higher percentage of COVID-19 patients with pre-existing health conditions. This might suggest that COVID-19's fatality rate may have been slightly more inflated than previously thought for the general population. [\[link\]](#)

**(10) Israeli vaccine development:** More than 50 scientists in Israel are now working to develop a vaccine and antibody for COVID-19, having reported significant breakthroughs in understanding the biological mechanism and characteristics of the novel coronavirus. [\[link\]](#)

**(11) Full recoveries:** Three patients in Maryland who tested positive for COVID-19 have now been reported to have "fully recovered." [\[link\]](#)

**(12) Isolated virus:** A network of Canadian scientists isolated the COVID-19 virus, which can now be replicated to test diagnostics, treatments, and vaccines. [\[link\]](#)

**(13) Yet another vaccine in the works:** San Diego biotech company Arcturus Therapeutics is developing a COVID-19 vaccine in collaboration with Duke University and National University of Singapore. [\[link\]](#)

**(14) Treatment protocols:** Seven patients who were treated for COVID-19 at Jaipur's Sawai Man Singh (SFS) Hospital and Delhi's Safdarjung Hospital in India have recovered. The treatment protocol will be widely scaled to other hospitals. [\[link\]](#)

**(15) Another treatment:** Plasma from newly recovered COVID-19 patients (involving the harvesting of virus-fighting antibodies) holds promise for treating others infected by the virus. [\[link\]](#)

Some of COVID-19's hardest hit nation victims are already emerging strong after peak infection, and biomedical innovators are tackling the virus at unprecedented speeds.

### **CASH IS KING**

Trust me I get it. I'm a technology tool junkie. I have paused all payment to non-essential tools. Naturally we are proactively using best in class tools to serve and protect our clients.

### **SBA Disaster Loans:**

<https://www.sba.gov/disaster-assistance/coronavirus-covid-19>

My advice apply for a loan. After they determine if you qualify, you will receive funds in 2-3 weeks. Apply even if you think you won't need it. You can always say NO.

The US Chamber of commerce is an excellent resource. They have unscrambled the 900 page law.

<https://www.uschamber.com/co/small-business-coronavirus>

### **Memphis SBA Lenders:**

Two recognized leaders

Paragon - <https://bankparagon.com/business/small-business-capital-group/>

Pinnacle - <https://www.pnfp.com/economic-injury-disaster-loans-eidl/>

### **90 Day Financial Planning:**

Meet with your CPA and/or Controller/Accountant and create a financial plan for the next 90 days. Re-evaluate this plan every 1-2 weeks to see if you need to adjust.

**Stress test your cash!** Alan Miltz' SaaS tool for managing cash – no charge for 3 months – stress test your cash with just 6 numbers from your financials. [www.cashflowstory.com/stresstest](http://www.cashflowstory.com/stresstest)

**Consider adding an expense line item called COVID-19** and dump off all expenses in there including your staff and personal time spent dealing with a crisis – this will make it easier to apply for government assistance if and when you need it.

### **Automation & Outsourcing:**

I'm a small business owner to. I have been outsourcing my bookkeeping and tax work to my CPA because I cannot afford a W2 with all of their skills and competencies. We have been using Bill.Com for years. It reinvented my back office. It has proven to be an efficient way to create and pay bills, send invoices, and get paid. More information can be found here.

<https://www.bill.com/>

BTW I am glad I outsourced my payroll, HR and benefits to Memphis's very own Adams Keegan. They operate nationally. Here again I've never been able to afford someone with all of these skills and competencies. Go here for more information

<https://www.adamskeegan.com/>

I get the best of both subject matter experts for a mere fraction of the cost of one let alone two W2s.

This is also why clients outsource their technology to my team of experienced and certified Level II and Level III engineers.

### **Improvise, Adapt, Overcome.**

With constant changes brought on by the pandemic of COVID-19, your business may be presented with cash flow challenges and opportunities you may have never faced before. To respond to these changes, look no further than a motto with which you are familiar: Improvise, Adapt, Overcome. The slogan used by the United States Marine Corps outlines steps you can take to combat the challenges you are facing as you make decisions that will be key to the survival of your business. Read details on this strategy here: <https://www.cricpa.com/stabilizing-your-business/>

### **Financial Crisis Management Templates from CPA and Author, Greg Crabtree from Huntsville AL.**

Will you have the capital needed to get back to pre-Covid19 profitability levels (or better)? Resource here: <https://simplennumbers.me/crisismgmt/>

### **Retirement Plan Updates during COVID and the financial market downturn –**

Meet Kirsten, she's my third party administrator for my 401K. She's been with me since before I opened my doors. <https://www.linkedin.com/pulse/retirement-plan-updates-during-covid-financial-market-kirsten-l-/>

### **What Buyers Want Today – Service Over Self (SOS)**

They want use to be present, mindful, and laser beam focused on achieving their desired outcomes and not ours. This is even more important today than yesterday. My dear friend and coach Andrew reminded me of this recently. Please check out his powerful message.

<https://www.youtube.com/watch?v=wRYelvmxUe0>

### **Succeeding in Business During Scary Times So, how is all of this affecting business? And how will it affect YOUR business?**

While many people are in a panic, Jay Abraham, Dean Jackson, and Joe Polish are NOT panicking at all, and you should know why. The three of them just had one of the most insightful, calm, and important conversations ever about succeeding in business in scary times such as what we're experiencing right now. Of all the podcast episodes they've ever done, this could will be **one of the most important** you'll ever listen to.

<https://ilovemarketing.com/safe-ideas-for-scary-times-entrepreneurship-amidst-chaos-with-jay-abraham-dean-jackson-and-joe-polish/>

## COLLABORATION AND WORK FROM HOME TOOLS:

TeamLogic IT – Memphis uses Teams for our daily meetings and it cuts down on useless internal emails clogging our inboxes.

**Microsoft Teams** for Instant Messaging and Video Conferencing:

NOTE: This tool is Included in your Microsoft Office 365 Licensing a the Business Essentials, Business Premium, E1, and E3 levels.



### Free Microsoft TEAMS Training

Bigger Brains has moved their Teams training over to YouTube as a resource for companies who need to learn collaboration in a hurry.

<https://getbiggerbrains.com/coronavirus-help-free-microsoft-teams-training/>

**Free GoToMeeting:** <https://free.gotomeeting.com/>

Team Logic IT – Memphis uses go to meeting and log me very successfully for external meetings and remote support. Note: paid is always better.



**Zoom** Video Conferencing: [www.zoom.us](http://www.zoom.us)



**Slack** Instant Messaging: [www.slack.com](http://www.slack.com)



### Managing Remote Employees

Check out these AMAZING new learning opportunities for owners, managers and staff. They've helped me. Trust they will help you also:

<https://learning.linkedin.com/blog/productivity-tips/new-to-working-remotely--these-resources-can-help>

**Fast Company & A LOT MORE – ‘How to manage virtual meetings – best practices’**

As we move to more remote working have ‘good’ and ‘frequent’ meetings will become highly valuable.

<https://www.fastcompany.com/90304194/best-practices-for-virtual-meetings>

<https://hbr.org/2016/04/what-everyone-should-know-about-running-virtual-meetings>

<https://hbr.org/2017/03/how-to-raise-sensitive-issues-during-a-virtual-meeting>

<https://www.inc.com/guides/2010/12/5-tips-for-conducting-a-virtual-meeting.html>  
<https://hbr.org/2012/05/the-right-way-to-run-a-virtual>  
<https://www.nten.org/article/9-best-practices-engagement-virtual-meetings>  
<https://docs.google.com/document/d/1Aeglaw0DYpXoM9L4WE6ftK3g1PgEorTloCprjW-jMhl/edit>

### **SANS Security Awareness Work-from-Home Deployment Kit - FREE**

TeamLogic IT – Memphis is passionate about security and compliance. We are guardians and we take it seriously especially during these dangerous times when hackers (aka evil geniuses) are lurking and spewing huge volumes of phishing emails and ransomware.

We avid fans of SANS this security standards organization. We have adopted most all of their policies and procedures to protect our clients and company. KEY to your protection is an educated work force. The SANS Institute put out a free deployment toolkit/security awareness for working from home. PLEASE have everyone read and use there advice.

[https://www.sans.org/security-awareness-training/sans-security-awareness-work-home-deployment-kit?utm\\_content=121882391&utm\\_medium=social&utm\\_source=linkedin&hss\\_channel=lcp-35509483](https://www.sans.org/security-awareness-training/sans-security-awareness-work-home-deployment-kit?utm_content=121882391&utm_medium=social&utm_source=linkedin&hss_channel=lcp-35509483)

### **A Thought To Keep You Going Through This Time:**

This week my team and I have helped many businesses and hundred's of employees move to a work at home model and have given hours of free advice on navigating these uncertain times. We're tired and fall asleep fast every night. It can be tough to get out of bed in the morning

Do you feel that way? Every time I do, I found this quote from Marcus Aurelius helpful. He had problems getting out of bed, too. If the ruler of the known world could use philosophy to get up and do his duty, so can I and so can you!



“At dawn, when you have trouble getting out of bed, tell yourself: “I have to go to work — as a human being. What do I have to complain of, if I’m going to do **what I was born for** — the things I was brought into the world to do? Or is this what I was created for? To huddle under the blankets and stay warm?” ...So you were born to feel “nice””? Instead of doing things and experiencing them? Don’t you see the plants, the birds, the ants and spiders and bees going about their individual tasks, putting the world in order, as best they can? And you’re not willing to do your job as a human being? Why aren’t you running to do what your nature demands? You don’t love yourself enough. Or you’d love your nature too, and what it demands of you.” - *Marcus Aurelius*

Thankfully me and my AMAZING Team of engineers and staff bounce out of bed every morning ready to SERVE our clients, family and communities.

## MORE IDEAS/THOUGHT BY OUR NATION'S BEST AND BRIGHTEST

I realize you're tired. I am too. That said I want/need NEW IDEAS in order to be BETTER! Here are some.

### COVID-19 response: Companies can draw on seven sets of immediate actions.

#### 1 Protect employees

- Follow the most conservative guidelines available from leading global and local health authorities (eg, CDC, WHO)
- Communicate with employees frequently and with the right specificity; support any affected employees per health guidance
- Benchmark your efforts (eg, some companies have started to curb nonessential travel)

#### 2 Set up cross-functional response team

- Overall lead should be at the CEO or CEO-1 level; team should be cross-functional and dedicated
- Create 5 workstreams: a) employees; b) financial stress-testing and contingency plan; c) supply chain; d) marketing and sales; e) other relevant constituencies
- Define specific, rolling 48-hour and 1-week goals for each workstream based on planning scenario
- Ensure a simple but well managed operating cadence and discipline that's output and decision focused. Low tolerance for "meetings for the sake of meetings"
- Present minimum viable products: a) rolling 6-week calendar of milestones; b) 1-page plans for each workstream; c) dashboard of progress and triggers; d) threat map

#### 3 Test for stress, ensure liquidity, and build a contingency plan

- Define scenarios that are tailored to the company. Identify planning scenario
- Identify variables that will affect revenue and cost. For each scenario, define input numbers for each variable through analytics and expert input
- Model cash flow, P&L, and balance sheet in each scenario; identify input-variable triggers that could drive significant liquidity events (including breach of covenants)
- Identify trigger-based moves to stabilize organization in each scenario (A/P, A/R optimization; cost reduction; portfolio optimization through divestments, M&A)

#### 4 Stabilize the supply chain

- Define extent and timing of exposure to areas that are experiencing community transmission (tier-1, -2, -3 suppliers; inventory levels)
- Immediate stabilization (ration critical parts, optimize alternatives, prebook rail/air-freight capacity, use after-sales stock as bridge, increase priority in supplier production, support supplier restart)
- Medium/longer-term stabilization (updated demand planning and network optimization—solve for cash, accelerate qualification for alternative suppliers, drive resilience in supply chain)

#### 5 Stay close to customers

- Immediate stabilization (inventory planning, near-term pricing changes, discounts)
- Medium/longer-term stabilization (investment and microtargeting for priority segments with long-term growth)

#### 6 Practice plan with top team through in-depth tabletop exercise

- Define activation protocol for different phases of response (eg, contingency planning only, full-scale response, other)
- Key considerations: clarity on decision owner (ideally a single leader), roles for each top-team member, "elephant in room" that may slow response, actions and investment needed to carry out plan

#### 7 Demonstrate purpose

- Support epidemic efforts where possible

McKinsey  
& Company

**COVID-19 live tracker – 'This is a comprehensive, as close to real time as I have found, tracker of the global to local impact'**

I suggest you book mark this so you have access to data should there be a need -

<https://ncov2019.live/data>

**McKinsey – 'This is the single most comprehensive set of information I have found on this topic including actionable insights'** - There is a lot in this so take it slow, but look for things that may apply to you and specifically look at the 'actions' that are : Suggested:

<https://www.mckinsey.com/featured-insights/coronavirus-leading-through-the-crisis>

**Little** – ‘What we should be doing with teams during this time’ - Take a look, there is a ton of information in here, find the ones that meet your needs right now.

<https://www.littler.com/publication-press/publication/coronavirus-employer-action-items>

**CDC** – ‘What to do if you think you may have COVID-19’ - This should likely be in everyone’s communication to their teams -

[https://mcusercontent.com/ae46b0c2f82c481bb31830fbd/files/1ceb0f7c-c298-47dc-9e66-7916c4c61dd7/Sick\\_with\\_COVID\\_19\\_sheet.pdf](https://mcusercontent.com/ae46b0c2f82c481bb31830fbd/files/1ceb0f7c-c298-47dc-9e66-7916c4c61dd7/Sick_with_COVID_19_sheet.pdf)

**OSHA** – ‘Guidance on preparing the workplace for COVID-19’

Leadership teams should review this and ensure they are doing what is needed to be prepared -

<https://www.osha.gov/Publications/OSHA3990.pdf>

**Asaf Bitton, MD, MPH** – ‘Why social distancing is needed and how to best go about it’

Consider the impact of being a ‘node’ in the distribution of the virus and how you can limit the spread. <https://medium.com/@ariadnelabs/social-distancing-this-is-not-a-snow-day-ac21d7fa78b4>