



Strategic plans should be reviewed annually. At each review expect to make needed changes and to pivot if necessary. In order to have a successful business and to achieve your goals you must be flexible.

Strategic Planning During a Pandemic

As the market reopens and restrictions lessen, it is vital to have a strategic plan to ensure your success. We recommend your end goal for 2020 is to be a profitable business. Working to maintain and sustain your business is the main focus currently.

As this strategic plan will need to be the most flexible portion of the plan as a whole, we recommend you plan for 30-day periods. As your work through each period, you will want to begin reviewing data and making plans for the following 30-day period between day 15 and day 20. On day 21, announce your next plans and continue in this cycle until the market has leveled out for a minimum of 3 months. This short-term planning will allow you to truly focus on your clients and business while remaining flexible enough to pivot as needed without losing any ground or investing more money than needed.