

# 11 WAYS TO LEVERAGE A BUSINESS LOCKDOWN

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change"  
~ Charles Darwin

For a lot of us, today is a very different day from any other we have ever faced. Today, many owners are deliberating big decisions: do you reduce the hours your staff work? Can you send them to work from home? Do you need to let them go altogether? Today, many businesses are looking down the barrel of overwhelming cancellations, plummeting sales and reduced business opportunity.



"Kerry Anne has not only taught me how to systematise my business to create more structure AND freedom, she has also changed how I THINK about everything I create and how I put that out into the world. I now have team members doing things for me that I never imagined possible in a way that I LOVE, from selling my programs to writing my content. I'm so much more free and it's only the beginning!"

**Tori Crewes, Your Soul Empire**



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I've heard this time described by some as a forced sabbatical, and by others as a threat to their very livelihood. My question today is this:

How are you going to leverage this time?

The ideas here will give you the strategic plan you need to respond proactively to the circumstances facing us all. Work through these steps quickly to fortify your position and make the most of this season.

### 1. Refresh Your Vision

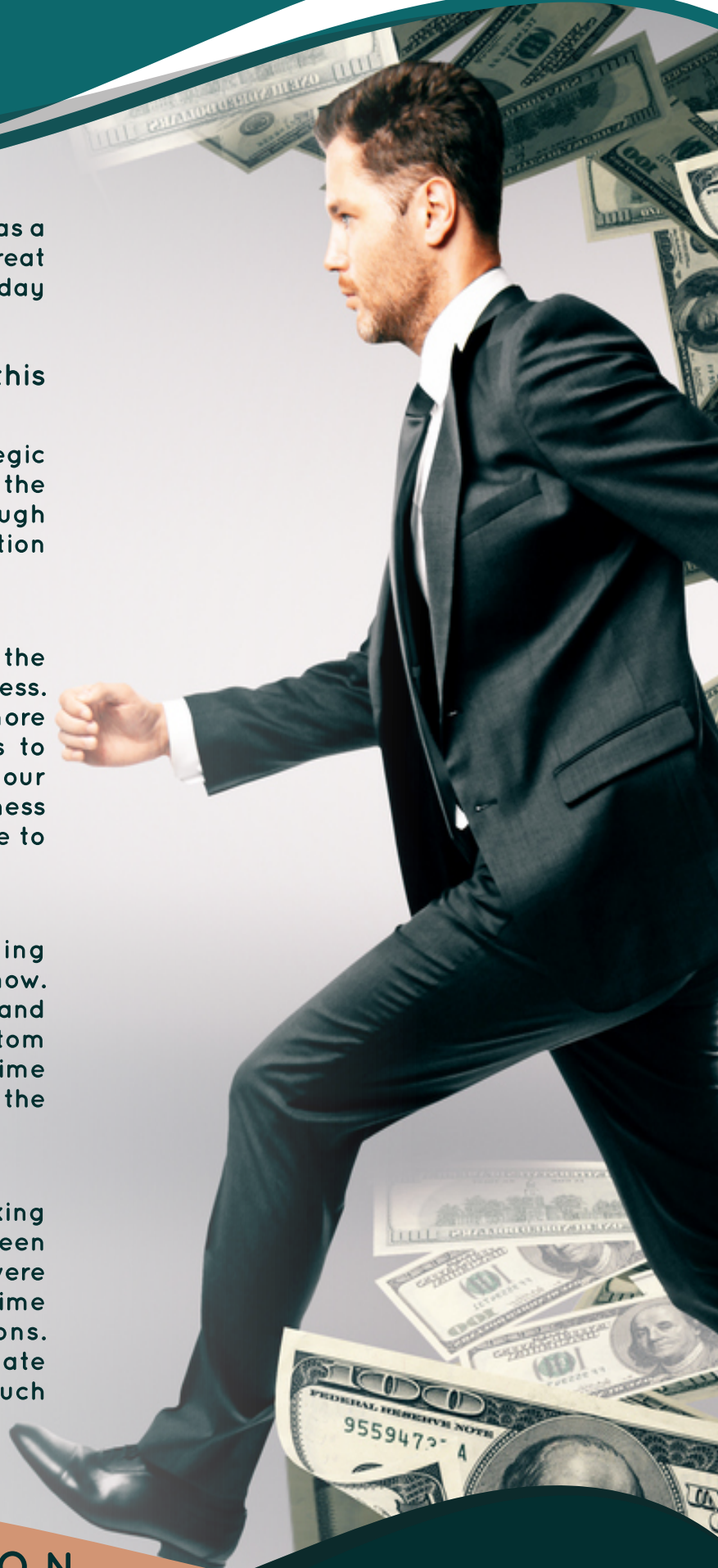
Your vision should always stand at the centre of everything you do in business. But if there's one thing you need more than anything else right now it is to anchor your heart and mind into your core drivers. Reinvigorate your business passion and let it flow. Now it's time to accelerate!

### 2. Preserve Cashflow

Chances are you've been carrying unnecessary expenses for a while now. Things were too busy to step back and evaluate ways to fatten up your bottom line by reducing your expenses. It's time now to put your expenses under the microscope and cut the excess.

### 3. Get Lean

It's likely you've also been working amidst inefficiencies which have been wasting time and energy, but you were too rushed to notice it. Now is the time to trim the fat in your operations. Optimise your processes. Eliminate unnecessary tasks. Automate as much as you can.



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“Kerry Anne’s passion for her clients and her services makes the impossible doable! I appreciate her humor and her ability to ‘get’ my business. She sees what needs doing and what might still be untapped. Kerry Anne makes difficult things completely achievable with her expert help.”

**Dr. Linda Wilson, Success Architect**

#### 4. Accelerate Online

Now is the time to act fast! Build the course. Automate your email sequence. Freshen up your website. Prepare some killer lead gen. Revamp your branding. Build your social media following. Invest these quiet times into building systems which ramp up your online game.

#### 5. Invent New Revenue

Despite the doom and gloom right now, some companies are absolutely raking it in. Adversity is the mother of innovation. Achieve your own success fast by creating new products, developing new delivery methods, and packaging new offers to create sturdy new revenue streams.

#### 6. Spoil Your Customers

Craft an experience that is so overwhelmingly positive that your customers can’t forget it. Spruce things up by offering bonuses and treats which they will love telling their friends and families about. Find new ways to spoil your customers now, and watch your business reward you for it!



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### 7. Create IP

If it's not a book, it's a signature system, a webinar series, an e-book, a program, an infographic, or a podcast. It's likely you've been sitting on high value assets for some time now. That expert knowledge needs to see the light of day. It's time to strut your professional stuff!

### 8. Build Infrastructure

If you're like most owners you started out with very little and you've been running on quick fixes and band-aid solutions ever since. Consolidate your systems while you can. Construct robust structures to ready your business for tomorrow's growth whilst multiplying your savings and efficiencies today.

### 9. Clean House

If you're in a funk and your brain just won't activate, you still have an amazing opportunity to do some long overdue spring cleaning. Studies prove 17% of work time is lost because people can't find what they need. Clean out your files now to claim that time back when things pick up.

### 10. Lead Your Staff

It's vital that you respond strategically to the shifting demands of these times with your staff. These unusual circumstances bring new chances to improve the way you handle staff onboarding, training, managing, rostering and off-boarding. Take the lead with your team, even if you're downsizing.

### 11. Partner Up

Business has never been a solo act, but now it's even more important than ever to join forces in business. Look around your circle for people you can work with to offer irresistible new value to your market. Reach out to businesses that complement yours and create new opportunities together.



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“Working with Kerry Anne has given us a very deep understanding of how to create better structures and systems across all our business departments. It also increased all individual and team performance . By implementing Kerry Annes strategies for just under two weeks now, it has already saved us thousands of dollars in outsourcing we no longer need. I cannot thank Kerry Anne enough for all her support. I would highly recommend her services to any business that has a team in need of putting processes in place. Don't wait till it is too late.”

**Iris Du, Careerists Consulting**

This might not be what you expected, but it is what you've got, so get busy and make the most of it!

I suspect that imagining the possibilities for your business right now has you feeling like you might just be able to turn this ship around! It's one thing to be motivated, but another entirely to know exactly what the first step needs to look like for you. If you would like some help with developing a strategic plan to maximise the opportunities available in your unique business at this time, book a call with me here now.

**BOOK A CALL**



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## ABOUT OUR DIRECTOR

**K**erry Anne Nelson is known amongst her friends, family and clients to be a woman obsessed with formalising workplace processes to make things run smoothly. It was no surprise to her community when she decided to turn that into her career. Kerry Anne's life experience almost brought her to her knees when her husband passed away unexpectedly, and she was left to salvage a business that had no systems or processes in place. It was a nightmare.

**S**ince then, Kerry Anne has become Australia's most passionate advocate for systemising businesses. She takes business owners by the hand to help them avoid the pain of managing their staff without documented processes. She has so much to offer after two decades of hands-on practical experience growing her own businesses across service and retail industries, in both online and brick and mortar outlets. Kerry Anne now works as a workplace process architect. She uses her Lean Six Sigma training to maximise her years of experience in strategic management, workplace training, business events, and team leadership to help clients achieve take huge strides towards their ongoing business growth.

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