

ScaleDown Corona Impact Checklist

Direction from the leadership team

- Has the leadership team implemented a tactical session, identifying the main risks and scenarios for employee health, customer and supplier wellbeing?
- Has the leadership team implemented a tactical session, identifying the main risks and scenarios for the business, the current and upcoming projects and customers?
- Has the leadership team implemented a tactical session, identifying the main risks and scenarios regarding financial development within the organization in the near future? And are the other stakeholders connected to this?
- Has the leadership team had a daily short and weekly long huddle in anticipation of possible developments? Perhaps with other members of a crisis team.
- Has a communication strategy been agreed with all team leaders, regarding stakeholders?

Make the most of internal collaboration

- Does everyone have a playbook with clear objectives, tasks and vision for the foreseeable future?
- Which KPIs should we send to employees in the foreseeable future?
- Are there agreements in place for employees regarding personal and social hygiene?
- Do you have a general consensus for physical meetings and cooperating with this? How do you maintain a positive vibe from a distance? (High Five's , AirHugs, Corona Boxes and Elbow Bumps)
- Do you have agreements in place regarding virtual working when it comes to huddles at company and team level, meetings and division of tasks? For both overview and task management.
- Is it clear which systems will be applied? Are the system roles well-distributed? Is everyone onboard ? Choose to avoid system proliferation.
- What will our policy on care leave be and what do we expect from employees?
- Does everyone have a personal plan on how to deal with issues such as childcare, caring for others, vacation / sabbatical, working from home etc?



- Is it necessary to apply for reduction in working hours? Do we know the rules? Who should make the application?
- Is it necessary to anticipate contract renewals or terminations? Do we have all contract information available and know how to act?
- Which projects, innovations and improvements that (contributed to our company strategy and) have been on the shelf for a while can we now take on?

Grip on the customer and business

- What do we have to communicate to customers and via which channels? When and how often?
- Do we know our customer status and what their considerations are regarding our services / products? Is anyone responsible for collecting these customer insights?
- Which figures will we be sending regarding customers and future trajectories?
- How do we deal with our sales processes? What can we do for our customers at the moment? What can we do to keep moving?
- Is the sales team trained / briefed on how to actively build the sales pipeline for better times, so that you can quickly get back to work when business reinstates?
- Have you considered how projects, orders and customer activities can continue within the existing possibilities (to be realized in the short term)? Is proposition adjustment and marketing linked?
- What will our policy be on changes in activities, cancellations and shifts?

Grip on the supply chain

- Do we have an overview of activity concerning suppliers, partners and others within our chain? Where are the risks and what should we keep an eye on?
- What are our contractual risks?
- Do we have sufficient stock and alternative delivery options?
- Which chain of KPIs shall we manage? And whose responsibility will that be?



Maintain a grip on cash

- Have we formed a team (comprising specialists such as an accountant, tax specialist, lawyer) who can assist in the near future, offering advice and assistance regarding cash issues?
- Are we clear on what we can save regarding costs in the short term?
- Are we clear on what we can save regarding costs in the medium and long term?
- How can we optimize our cash conversion cycle right now? Factor in advance payments?
- What are our short-term financing options? The government has established a guarantee for SME loans, to be utilised in these kinds of situations.
- Do we have a strict debtor policy and what steps can / should we take now?
- Can agreements be made with creditors?
- Do we know which tax facilities the government has made available and how to use them (such as deferrals etc.)?

Grip on growth

- Are there any actions that can be implemented to boost sales in a few months time?
- Within our strategy, what are the greatest opportunities of this economic dip?
- What growth barriers can we solve now or in the long term, due to this situation?

And Finally....

ScaleUp Company's purpose is to help entrepreneurs and their teams realize their potential by helping them build companies that need the future. We are there for our customers at all times, especially in difficult periods.

We've created an email, scaledowncorona@scaleupcompany.com, so customers can reach out to us. We will then facilitate a response accordingly. You can also find information on our site, scaleupcompany.com/scale-down-corona. Plus, we have created a Slack channel (register via email) where you can find the latest information and exchange thoughts with contemporaries.

Bart van Nol, CEO ScaleUp Company

