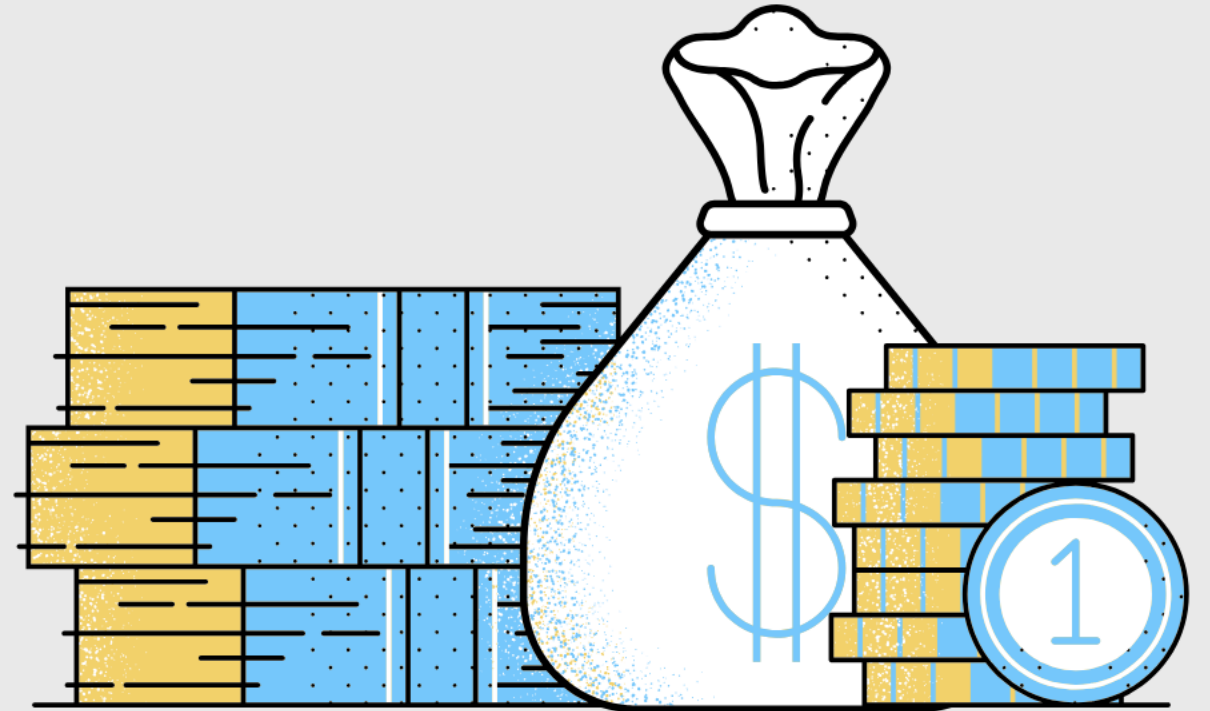


Business post COVID-19

Getting back on track!

Monday 4th May, 1pm

LIVE WEBINAR



Agenda for today's webinar

- **Housekeeping**
- **In today's webinar you will discover the following:**
 - ▶ The value of supporting your customers by having good insight
 - ▶ The opportunities you can create by having the foresight
 - ▶ The importance of re-educating your customers about your products and services
 - ▶ Being agile and thinking differently to attract new customer opportunities
 - ▶ Additional tips on how to lead your team through these challenging times



GoToWebinar Housekeeping

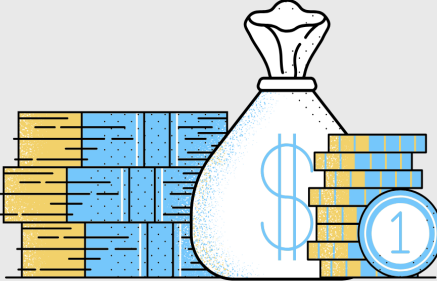
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Questions

[Enter a question for staff]

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Webinar Housekeeping
Webinar ID: 275-918-366

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Presenters



Colin Wilson, Director KBA



Mark Said, CEO MKS Group





COVID-19 Recovery Grants

1. Adapting to Changed Needs for up to \$10,000
2. Business Collaboration for up to \$5,000

Who qualifies with MVCC

- Local Businesses for up to 50 FTE Employees
- Sole Traders
- Social Enterprise
- Traders Associations

How to apply

City of Moonee Valley – Business Support
<https://mvcc.vic.gov.au/covid-19/#business>

Email: business@mvcc.vic.gov.au

03 9243 8866



Grant Writing Online Workshop

We're Taking Our Grant Writing Workshops Online! Keep An Eye On Our Website As We Will Be Adding New Dates.

The First Grant Writing Online Workshop Will Be:

Date: **Tuesday 5th May**

Time: **1pm - 4pm**



<https://mvcc.vic.gov.au/how-do-i/apply/grants/>

A person is shown in profile, looking at a tablet computer. The tablet displays a webpage with text and images. A white coffee cup is on the table next to the tablet. The background is a plain wall. The image is dimly lit, with a blue overlay on the left side containing text.

TOPIC 1

Getting through these challenging times with all the confusion

The value of seeking the right advice to keep you in business



Key Points:

- The importance of getting the right advice from the industry professionals
- You need to think about who has the liability in giving you this advice?
- What happens when things go wrong; Will they be there to support you?
- What will it cost you and your business to fix mistakes?
- Engaging professionals can take the emotion out of wrong decision making. That is why they are there to help!



Putting necessary things in place that will get you back on track

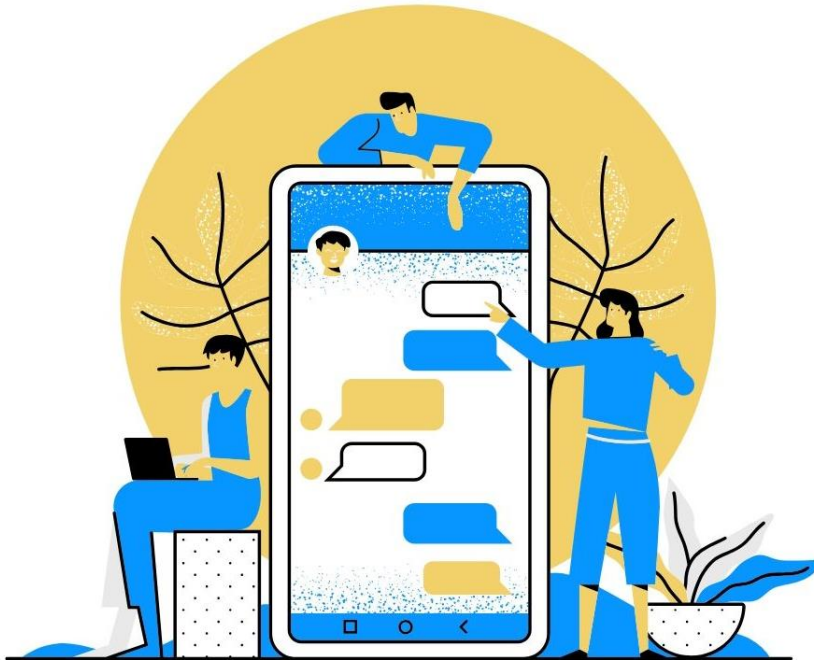
Key Points:

- Be on top of JobKeeper (for those who qualify)
- You need to get your HR compliance right during COVID-19
- You need to avoid making payroll mistakes during COVID-19
- Your obligations around staff wages and superannuation has not changed
- You need to think about how you are going to get your employees back on track as they return to office post COVID-19

Why you must think differently to create new opportunities

Key Points:

- You need to focus on what your customers want 'NOW'
- Maybe you need to park some of your products and services until the time is right
- You need to think differently with what new products or services you can bring to the market
- You need to think about how you are going to market your product and services to educate your potential customers, i.e.
 - Website
 - Social Media
 - Other platforms
 - What you used to do well



A person is shown in profile, looking at a tablet computer. The tablet displays a webpage with various images and text. A white coffee cup is visible on the table next to the tablet. The background is a plain, light-colored wall. The overall scene is dimly lit, with a dark blue overlay on the left side containing text.

TOPIC 2

Using your Accountant to help identify better income streams

Define the “New Normal” - what does it look like?



Key Points:

- What was your business like before COVID-19?
- What do you think it needs to look like?
- We are defining & creating the New Normal

Re-establish your business

Key Points:

- Think outside the box
- Time to reinvent yourself

Case Studies Examples:

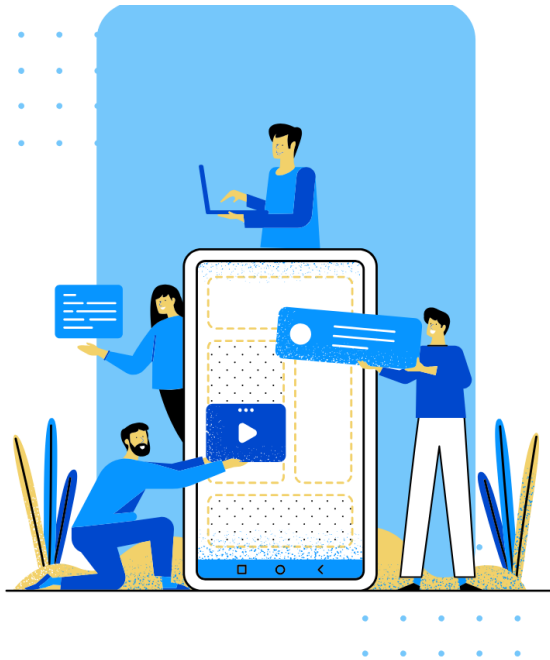
- KBA
- MKS



Evaluate the Competition – Mergers and Acquisition

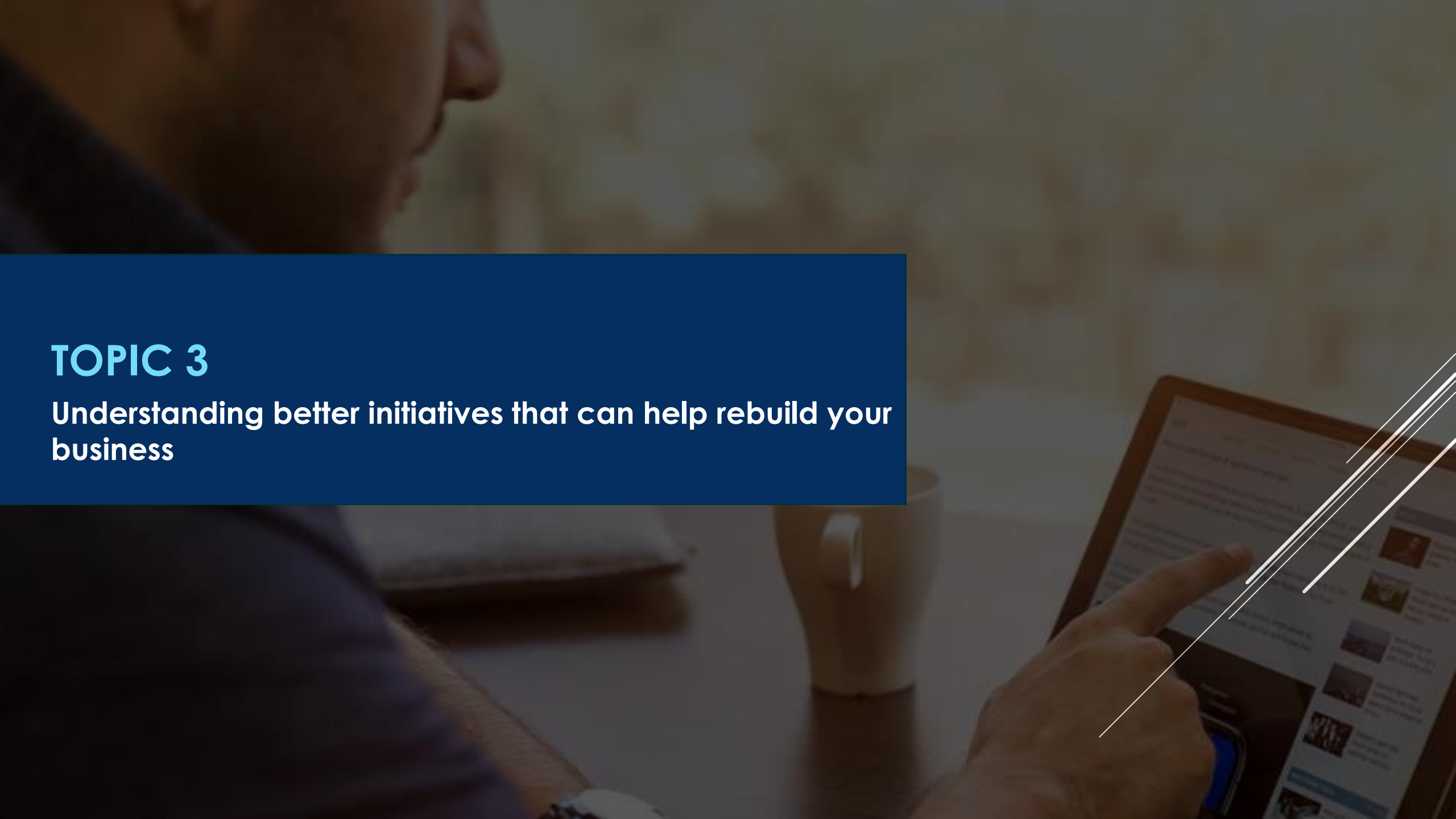
Key Points:

- Who were your competitors before COVID-19?
- Are they still around?
- Have you kept your marketing up?
- Time to look at expansion/merger



TOPIC 3

Understanding better initiatives that can help rebuild your business



Tax Planning Time – the most important meeting with your Accountant

Key Points:

- The most important meeting you will have all year
- Set budgets for the coming couple of months
- Set budgets for the next 12 months – don't forget cashflow



Maximise Government Grants

Key Points:

- Cashflow boost
- JobKeeper Packages
- State Government Support Fund
- Local Council Grants – keep it local



Keep the Cashflow happening

Key Points:

- Get on to your Accounts Receivable
- Keep on top of sales and payments
- Maintaining relationships – customers & suppliers
- Upsell - Onsell



TOPIC 4

How to get your business back on track without being distracted by COVID-19

Don't be distracted

Key Points:

- It's your business
- Time to spend time working on the business
- Time to get your One Page Plan done
- COVID-19 is not an excuse to lose focus



Focus on today

Key Points:

- Maintain your focus on what is going on around you
- The need to observe & enquire



Make tomorrow happen

Key Points:

- Tomorrow only happens if you plan
- If you fail to plan, you plan to fail



A person's profile is visible on the left side of the frame, looking towards a tablet. The tablet displays a social media feed with various posts and images. The background is a blurred indoor setting with a white mug on a table. The overall image has a dark, semi-transparent overlay.

TOPIC 5

Why you must communicate and engage with your team of advisors

Now more than anything, you must be agile and transparent

Key Points:

- You need to move quickly
- You need to make good decisions NOW - for the benefit of your business as life is starting to return back to normality
- You need to invest in thinking what is needed to increase your business profits in getting you back on top - post COVID-19
- Getting out of your comfort zone and going for it
- Having the mindset for a different way of thinking



Seeking the right advice and tapping into industry experts will be a game-changer

Key Points:

- You need to find good industry experts that help you grow
- You may be good in some areas of your business, but not in others areas. So outsourcing what you're not good at is smart
- Even if you have things in place, another set of eyes can help coming from another perspective
- You also need to think about, who holds you accountable?
- Sometimes it's not what know, it's who you know and industry experts have a great network



Start building the foundations of your Advisory Board to thrive post COVID-19

Key Points:

- What would your business look like with industry experts who can offer you expert advice in their field to help grow your business?

This is all about cohesion in having;

- An Accountant to advise on P&L to grow your business
- A Lawyer to minimise your risk
- HR Expert for compliance and people management
- Marketing Company for website design and social media
- Sales Expert that can help your grow more sales for more profits





Any Questions?



**KEY
BUSINESS
ADVISORS**

**Call KBA on 1300 4 ADVICE OR
EMAIL US AT
info@keyba.com.au**



Proven Business Performance

**Call MKS Group on 03 9034 7482
EMAIL US AT
job@mksgroup.com.au**

For more information



<https://www.mksgroup.com.au/>



<https://keyba.com.au/>

**Slide deck and the webinar recording will
be emailed to you!**

Survive & Thrive

KBA Initiative



<https://keyba.com.au/survive-and-thrive-a-series-of-webinars/>

Call 1300 4 ADVICE or email info@keyba.com.au for more information

Next Webinar

'Building a sales pipeline back in your business'

11th May, 2020, 1pm-1.45pm

- How to be resilient to build good sales opportunities
- The power of networking and getting referrals
- Ways to think differently to build a solid sales pipeline
- Ways to contact and engage with your clients during these difficult times
- The power of leadership and team work to drive and thrive



**KEY
BUSINESS
ADVISORS**

Taking Businesses from Good to Great

<https://attendee.gotowebinar.com/register/4620278008097344013>

Call 1300 4 ADVICE or email info@keyba.com.au for more information

PSA

Protect yourself and your family

Cover your cough and sneeze



1 COVER your mouth and nose with a tissue when you cough or sneeze.



2 Put your used tissue in the rubbish **BIN**.



3 If you don't have a tissue, cough or sneeze into your upper sleeve or elbow, **NOT YOUR HANDS**.



4 WASH your hands with soap and running water. Dry your hands thoroughly with a disposable paper towel.

Stay germ free and healthy



Stay Safe!

Thank you for attending today's webinar.



Call KBA on 1300 4 ADVICE for any advice or go to
www.keyba.com.au