



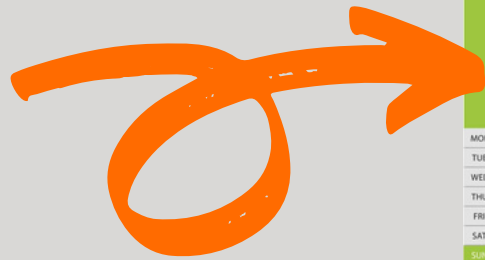
Building Resilience

In a post-Brexit Britain





January 2021: Your post-Brexit Business



SIGNAL BIZHUB												Grow Your Business at SIGNAL		2021 Year Planner		SIGNAL MY TOWN Online	
signalbizhub.org												01420 556 335		bizhub@signalbordon.org @signal_bordon		mytownonline.co.uk	
Post-Brexit Business	Mindset & Motivation	Planning for the Future	Marketing, What's New?	People Matter	Finance in Focus	Social Media	Sales Success	Taming Technology	Coping With Growth	Health + Wealth	Annual Review						
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER						
MON	1	1								1	MON						
TUE	2	2			1					2	TUE						
WED	3	3			2			1		3	WED						
THU	4	4	1		3	1		2		4	THU						
FRI	1 Bank Holiday No Hub	5 Employees Day HUB	5 Good Friday No Hub	2	4 HUB	2 HUB		3 HUB	1 HUB	5 HUB	3 HUB	FRI					
SAT	2	6	6	3 Makers Market Opening	1	5	3	4	2	6	4 Small Business Saturday	SAT					
SUN	3	7	7	4 Easter Sunday	2	6	4	1	5	7	5	SUN					
MON	4	8	8	5 Easter Monday M25 Start of the Year	3 Bank Holiday	7	5	2	6	4	8	MON					
TUE	5	9	9	6 M25 Start of Financial Year	4	8	6	3	7	5	9	TUE					
WED	6	10	10	7	5	9	7	4	8	6	10	WED					
THU	7	11	11	8	6	10	8	5	9	7	11	THU					
FRI	8	12	12	9	7	11	9	6	10	8	12	FRI					
SAT	9	13	13	10	8	12	10	7	11	9	13	SAT					
SUN	10	14	14 Mother's Day	11	9	13	11	8	12	10	14	11	SUN				
MON	11	15	15	12	10	14	12	9	13	11	15	13	MON				
TUE	12	16 LinkedIn Local	16 LinkedIn Local	13	11	15 LinkedIn Local	13	10	14	12	16 LinkedIn Local	14	TUE				
WED	13	17	17	14	12	16	14	11	15	13	17	15	WED				
THU	14	18	18	15	13	17	15	12	16	14	18	16	THU				
FRI	15	19	19	16	14	18	16	13	17	15	19	17	FRI				
SAT	16	20	20	17	15 F.A. Cup Final	19	17	14	18	16	20	18	SAT				
SUN	17	21	21	18	16	20 Father's Day	18	15	19	17	21	19	SUN				
MON	18	22	22	19	17	21	19	16	20	18	22	20	MON				
TUE	19	23	23	20	18	22	20	17	21	19	23	21	TUE				
WED	20	24	24	21	19	23	21	18	22	20	24	22	WED				
THU	21	25	25	22	20	24	22	19	23	21	25	23	THU				
FRI	22	26	26	23	21	25	23	20	24	22	26	24	FRI				
SAT	23	27	27	24	22	26	24	21	25	23	27	25	SAT				
SUN	24	28	28	25	23	27	25	22	26	24	28	26	SUN				
MON	25	29	29	26	24	28	26	23	27	25	29	27	MON				
TUE	26	30	30	27	25	29	27	24	28	26	30	28	TUE				
WED	27		31	28	26	30	28	25	29	27		29	WED				
THU	28			29	27		29	26	30	28		30	THU				
FRI	29			30	28		30	27		29		31	FRI				
SAT	30				29		31			30			SAT				
SUN	31				30					31			SUN				
MON					31								MON				
TUE													TUE				

January 2021: Your post-Brexit Business



Your Account Log Out

About Us

My Town Online

BOOK A SPACE

MONTH



January

2021

2020

2019



BUSINESS
INSIGHTS

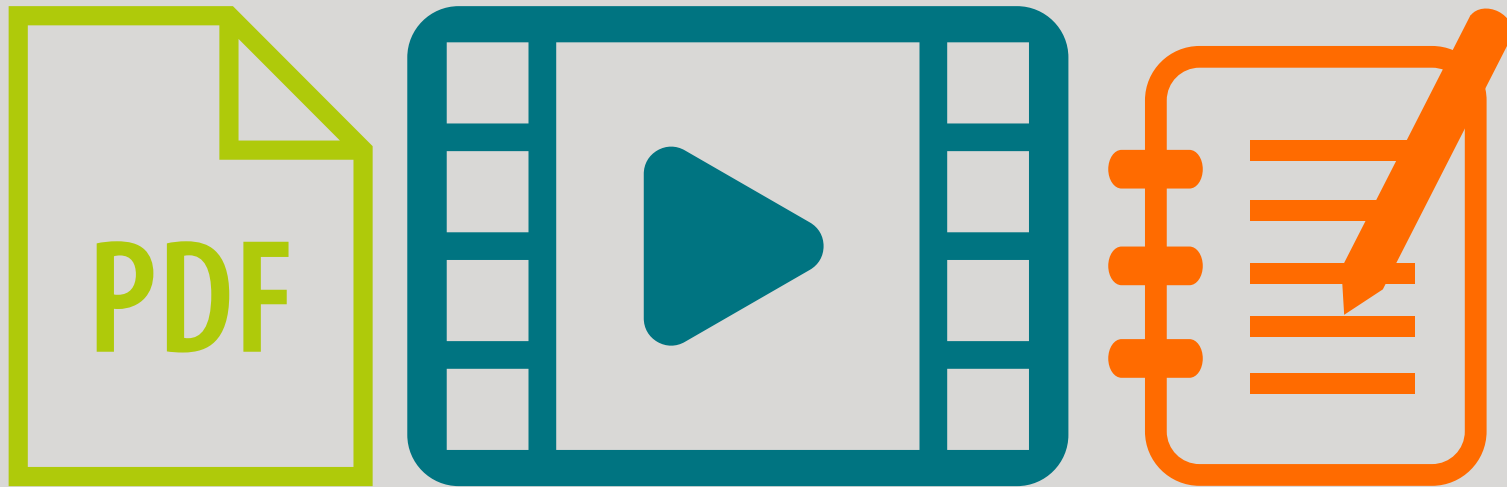
**Post Brexit
Business
What it Means
for You Part 1**



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Presentation Session: Building Resilience



SIGNAL



Presentation Session: Building Resilience





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We're
turning 3!

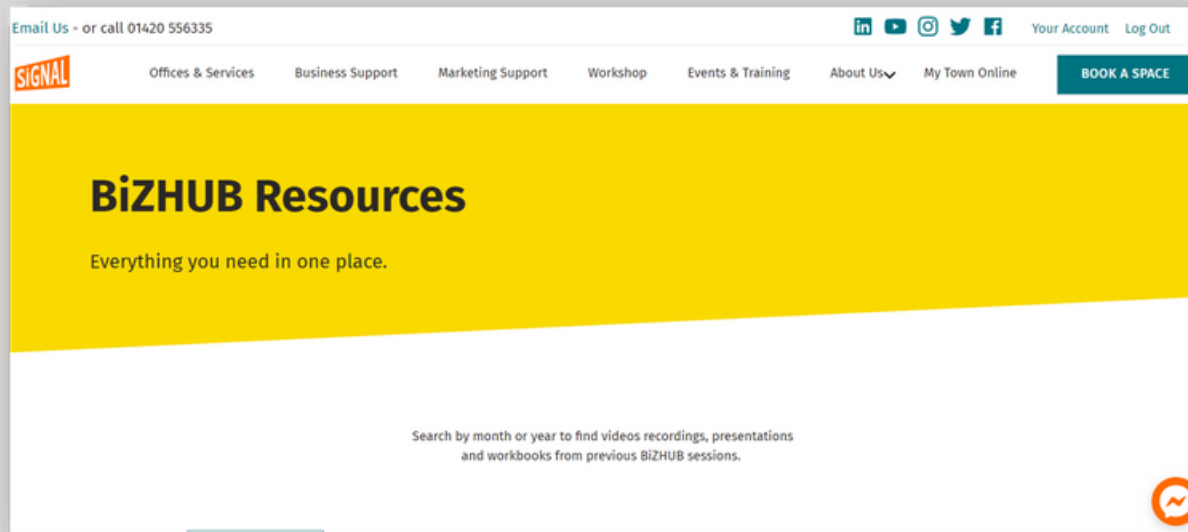


Resilience





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September

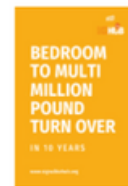
Successful Sales Strategies



SALES & MARKETING
Successful Sales



BUSINESS SUSTAINABILITY
Sustainability. The Small Business Advantage



BUSINESS INSIGHTS
Bedroom to Multi Million Pound Turnover

October

Triumphs and Disasters



OPERATIONS & ADMIN
Planning for Disaster - How Safe is your Business

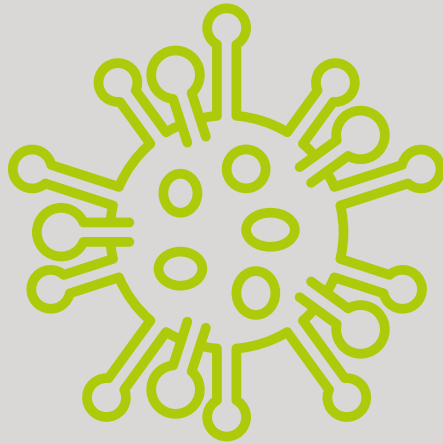


BUSINESS INSIGHTS
Failing Your Way To Success



BUSINESS INSIGHTS
Every Day's a 'School Day'!

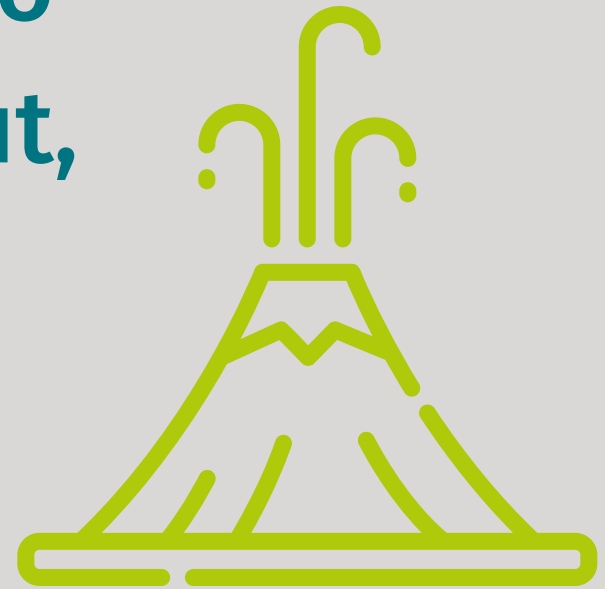
External threats





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"The biggest danger is not Vesuvius, its the volcano we don't yet know about, the one that has never erupted."



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Pay attention to compliance issues



Pay attention to cash flow



Look after your health



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Create a continuity plan



Invest in personal development



Develop your vision





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Get comfortable with strategy



Pay attention to mindset & motivation



Plan for your future



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Work on your peripheral vision



Make climate change a priority



Build on key relationships



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Seek out new partnerships



Look after your team



Look after your health



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The 2020 Effect



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Top 5 strategies to build a resilient business:

1. **Strategy Map**
2. Business Plan
3. Dashboard
4. Horizon Scanning
5. Personal Resilience



Strategy Map

Goal

(Need to achieve)

Mini Goal

(In more detail)

KPI

(In numbers)

Data

(Measure where?)

Review

(Who?)

(How often?)

Financial view: What are the financial achievements needed?

1.					
2.					
3.					
4.					

Customer view: What our customers say about us

1.					
2.					
3.					
4.					

Strategy Map

Goal

(Need to achieve)

Mini Goal

(In more detail)

KPI

(In numbers)

Data

(Measure where?)

Review

(Who?)

(How often?)

Prospect view: What our potential customers say about us

1.					
2.					
3.					
4.					

Internal view: Where do we need to improve?

1.					
2.					
3.					
4.					

Strategy Map

Goal

(Need to achieve)

Mini Goal

(In more detail)

KPI

(In numbers)

Data

(Measure where?)

Review

(Who?)

(How often?)

Financial view: What are the financial achievements needed?

1.	Turnover +10%	Increase sales	+5% per area	Profit/loss sheet	Management review	Monthly
2.	Overheads -2%					
3.						
4.						

Customer view: What our customers say about us

1.	Reliable	We do what we say we will and when!	75% of our customers agree	Customer survey	Management	Annually
2.	Competant	We are great at what we do!				
3.	Responsive					
4.	Would recommend					

Top 5 strategies to build a resilient business:

1. Strategy Map
- 2. Business Plan**
3. Dashboard
4. Horizon Scanning
5. Personal Resilience



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	BUSINESS SUPPORT & TRAINING Checklist: 10 steps to become self-employed		BUSINESS SUPPORT & TRAINING Business Plan Template
	SALES & MARKETING Buyer Persona Template		SALES & MARKETING 10 Step Social Media Marketing Plan
	BUSINESS PLANNING My Growth Planner		BUSINESS PRODUCTIVITY A Guide to Working From Home

Top 5 strategies to build a resilient business:

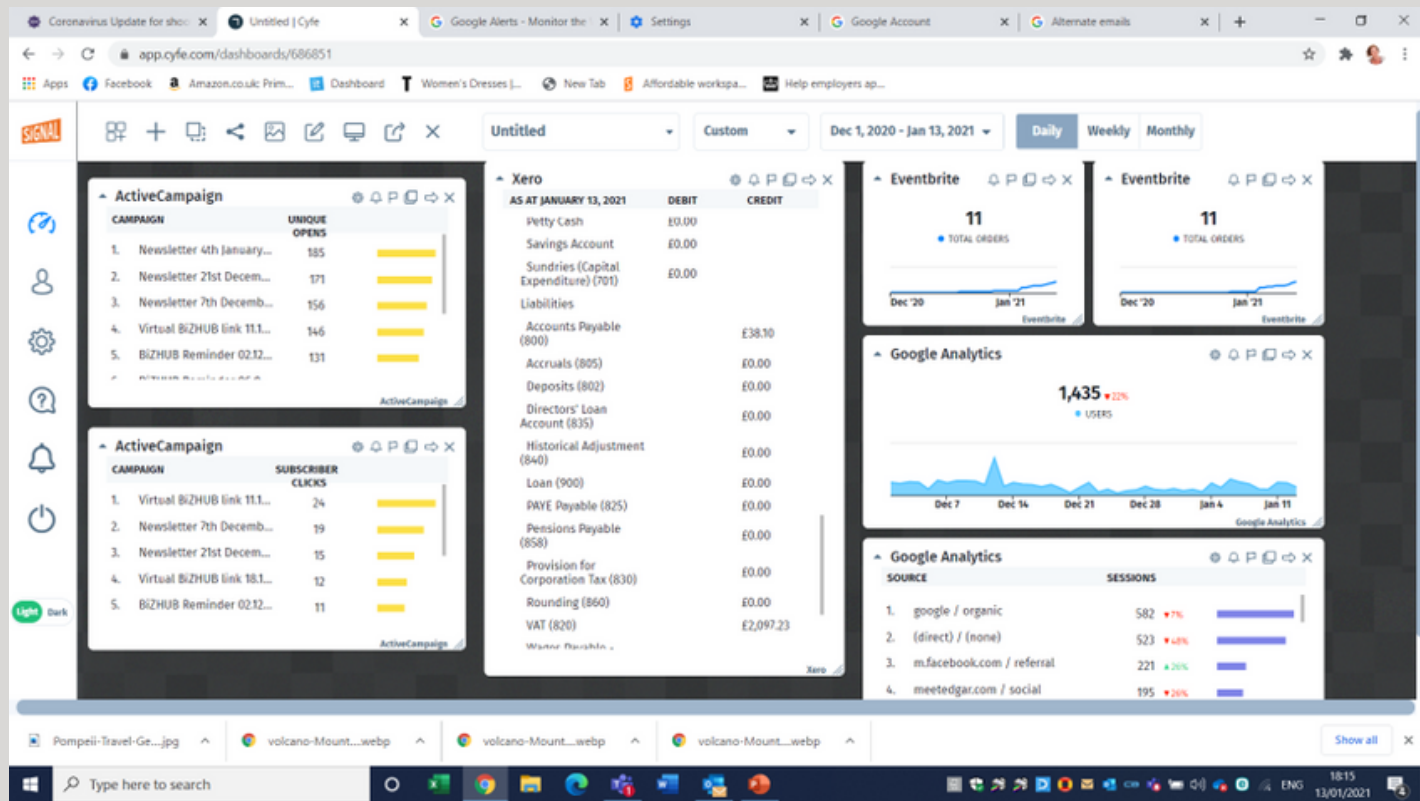
1. Strategy Map
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Stay in control
tool: CYFE
Dashboard



Top 5 strategies to build a resilient business:

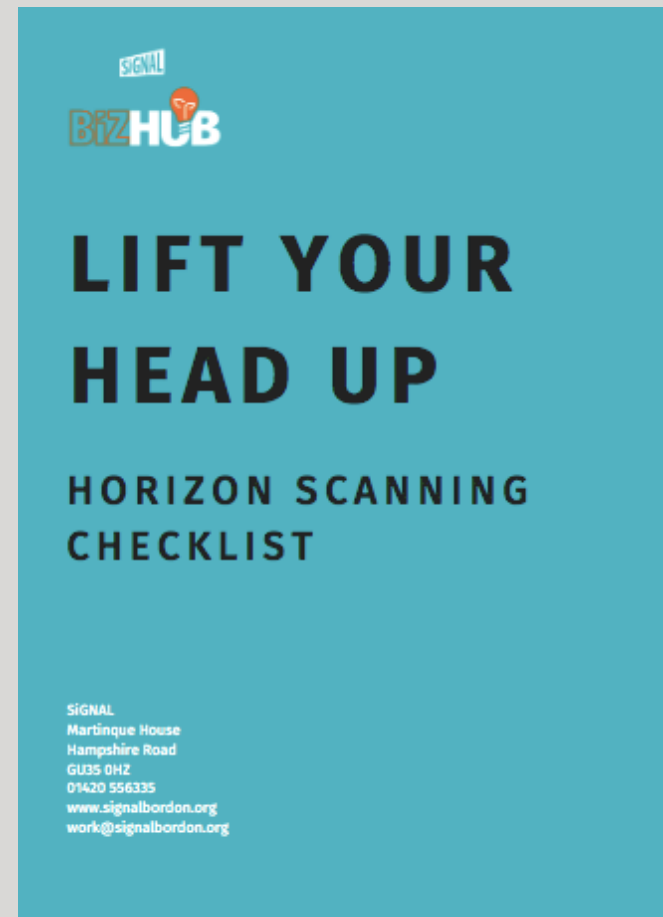
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Lift your head up: Horizon Scanning Checklist



Top 5 strategies to build a resilient business:

1. Strategy Map
2. Business Plan
3. Dashboard
4. Horizon Scanning
- 5. Personal Resilience**





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Look after you key
asset... yourself





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Discussion point:

How can we better take care of ourselves?



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Breakout

How resilient is your business right now? How have you stayed resilient?