

SIGNAL



MEMBERS IN THE SPOTLIGHT

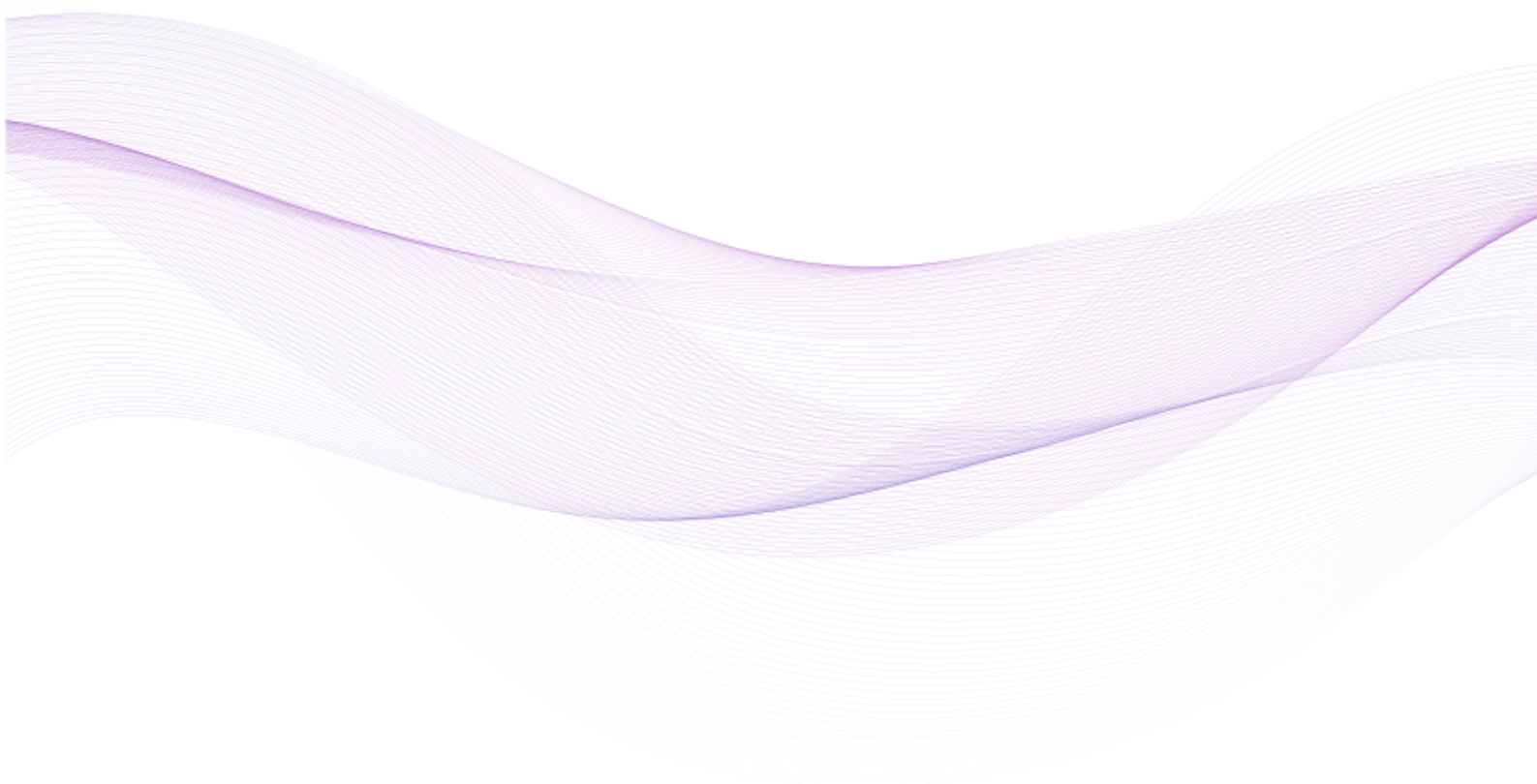
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www.signalbizhub.org



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So, What's Changed?





Overview

We're all now living in a post Covid19 world. We all have a "new normal" and the business landscape has changed. Or, has it?

In this session we explore how you keep your business relevant to your current ideal customers or find new customers. What has changed? What does that change means for your business? How do you overcome the current challenges you face?

With this session and review how the "rules" of business remain consistent and how going back to basics can help remove some of the confusion, doubt and fear around how you continue to trade in this new marketplace we all find ourselves in.

If you have any questions don't forget to raise them at Mastermind, you can book upcoming events at SiGNAL and BiZHUB here:

<https://www.signalbordon.org/events-training>

We look forward to seeing you at our next event.

So... What's Changed?

1) Post Covid19 World.

- Social Distancing
- Cleaning and personal hygiene
- Safety of customer for face-to-face activities
- Cashless transactions
- Retail closed
- Use of new technology
- Fears - financial fear, health fear, security fear

We are also entering a period where people are become more accustomed to the "new normal" there may even be an element boredom with it all now.

BREAK OUT 01 - What do you need to do to adapt to this new world?

Notes

So... What's Changed?

2) Go back to basics...

When business seems complicated, go back to the basics...

As we said in JSJ...

"If you Change Your Actions you Change Your Results and Grow Your Business"

If you do what you always done, you get what you've always got. So in a post Covid19 world that means you might no longer be relevant to your target audience.

So ask yourself:

- What has changed for your customers?
- What is their "world" like now?
- What barriers to buying may exist?

BREAK OUT 02 - What new problems do your customers now have and how can your business help them overcome those problems?

Notes

So... What's Changed?

03) Consistency Counts

One of the big challenges you are probably facing is working patterns. This has really changed a lot! But good habits matter and consistency counts. Even if it is just an hour a day, working ON not IN your business you need to protect your time to focus on the future for your business. Even in difficult times you can pivot, re-invent and change your business plan, we have several members of the SiGNAL community who have done this.

- Hand sanitizer - Hogmoor Distillery & the Rylands.
- Angie Brown - Training and business services.
- Sue Griffiths - Transitioned to online sales through Ebay and Amazon.

These changes came about after identifying a need that their businesses could fulfil and taking the necessary steps to pivot.

- What changes can you make to help your customers or find a new customer base?
- What problems are "out there" that people have an urgent need to resolve?

All of these changes only happen because you plan your time to allow you to implement these changes. What are you doing or going to do to ring-fence your time to help you manage and implement the changes you have identified to grow your business?

BREAK OUT 03 - What can you do to protect your time?

Notes

So... What's Changed?

04) You Still Need to Stand Out!

In our Jump Start January presentation we talk about "Standing Out" (for the right reasons!), that thinking differently helps you to stand out.

It can be little things that make a big difference and right now there are lots and lots of opportunities for you to stand out and do little things for your current or new customers.

So ask yourself:

- How do you differ from the competition?
- What makes you STAND out?
- What is a point of difference that your customers would value?
- Do you actively look for ways to think and act differently?

Just like the pre-lockdown marketplace you have to stand out to be noticed and have a point of difference your customers value.

BREAK OUT 04 - Has your point of value changed, if so how?

Notes

11) So... What's Changed?

For our final break out session I am not going to give you anything more to think about, there's a lot you have already looked at.

But we do want you to go back to the original question that was asked right at the beginning in the first breakout session.

After thinking about the topics we have been through in this session and the discussions you have had in the other breakout sessions we want you to think about that first question again. Think about all the ideas, thoughts and suggestions you may have been working through and think about the first question again...

BREAK OUT 05 - What do you need to do to adapt to this new world?

Notes

Conclusion

You have to consider a lot of facets when thinking about business in this new world in which we live. However it always pays to go back to basics and think about what point of value you can bring to the marketplace, who would value that and how do you stand out so that your ideal customers see your point of value and come investigate.

And ALWAYS remember...

- Market - Who values what you do?
- Message - How do you reach them?
- Media - What channel will you use?

Always in that order!

If you have any questions about this topic bring them to our Mini Mastermind on the 4th Week of every month.

To Book Click Here - <https://www.signalbordon.org/events-training>