

Don't Waste a Good Recession

Webinar #2
27.03.20

Jacob Aldridge
International Business Advisor



[Facebook.com/groups/GoodRecession](https://www.facebook.com/groups/GoodRecession)



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Welcome!



Hi, I'm Jacob. That's me!

Right now we're starting with a guided meditation.

Close your eyes and join in.

I'll open the floor to your agenda (and mine) in <3 mins.

Please leave a comment letting us know where in the world you are based.



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YOU'RE
PHO-KING
AWESOME



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Snapshot 27.03.2020

Coronavirus	Cases	Deaths	Case Change (last wk)
UK	9,529	465	+ 263%
USA	68,594	1,036	+ 625%
Australia	2,806	13	+ 296%
Global	488,292	22,069	+ 121%

Source: www.worldometers.info/coronavirus/coronavirus-cases/

Unemployment	Feb '20	Change (5yr low)	Change (last mth)
UK [Jan '20]	3.9%	+ 0.1%	+ 0.1%
USA	3.5%	At Low	- 0.1%
Australia	5.1%	+ 0.2%	-0.2%

Source: www.tradingeconomics.com/united-kingdom/unemployment-rate/
www.tradingeconomics.com/united-states/unemployment-rate
www.tradingeconomics.com/australia/unemployment-rate



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Markets	Current	Drop Since Peak	Drop Already To Previous Low
FTSE	5,581.70	-27.77%	50.90%
DJI	21,200.55	-28.30%	36.23%
ASX 200	5,113.30	- 28.95%	51.01%

Source: Yahoo! Finance FTSE Peak 7,727.50 Low 3,512.09
Dow Jones Peak 29,568.57 Low 6,469.95
ASX Peak 7,197.2 Low 3,111.7

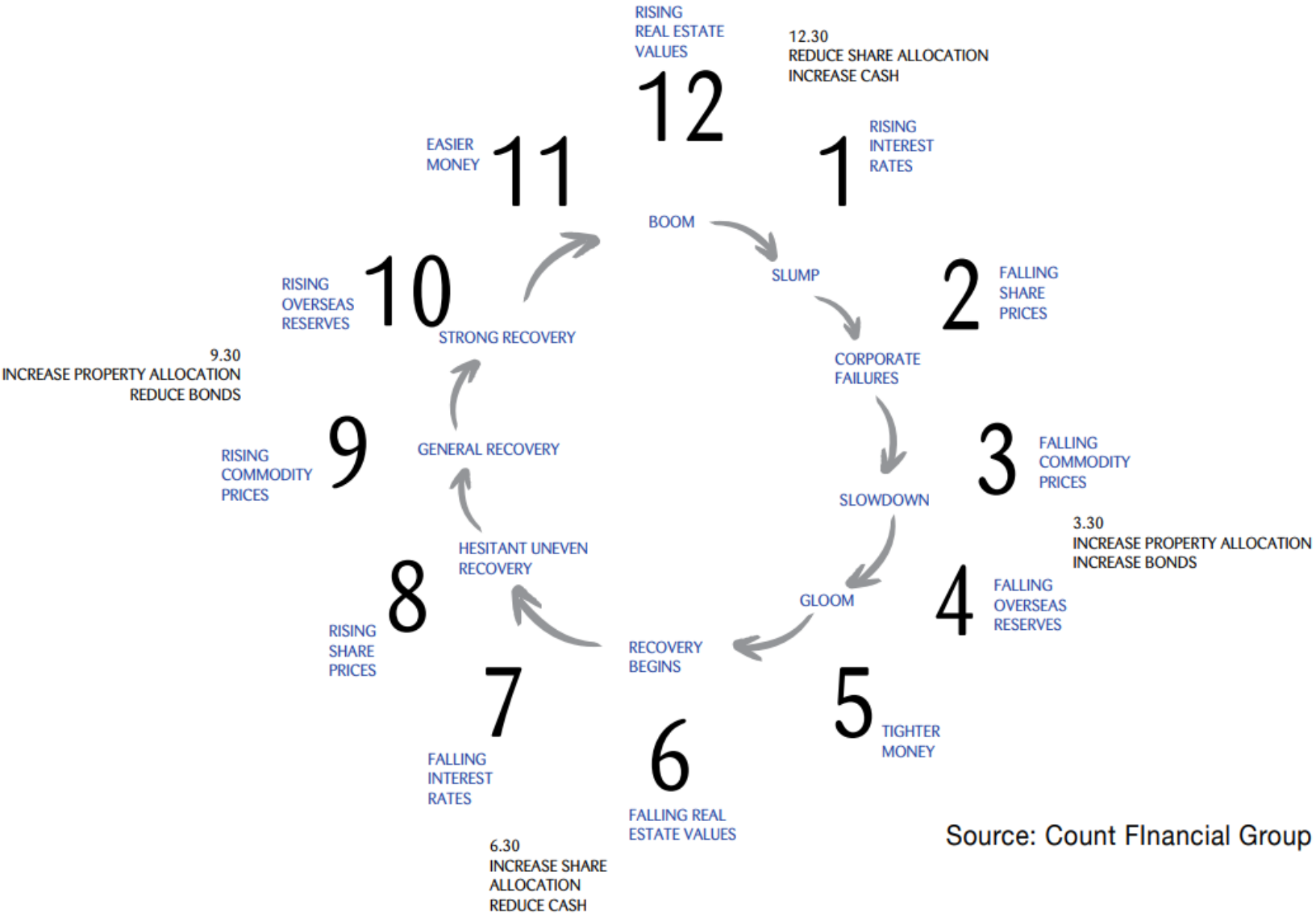
GDP Growth	March Qtr	December Qtr	September Qtr
UK	???	+ 0.0%	+ 0.5%
USA	???	+ 2.1%	+ 2.1%
Australia	???	+ 0.5%	+ 0.6%

Source: www.tradingeconomics.com/united-kingdom/gdp-growth/
www.tradingeconomics.com/united-states/gdp-growth
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The Economic Clock (Briefly)



Source: Count Financial Group

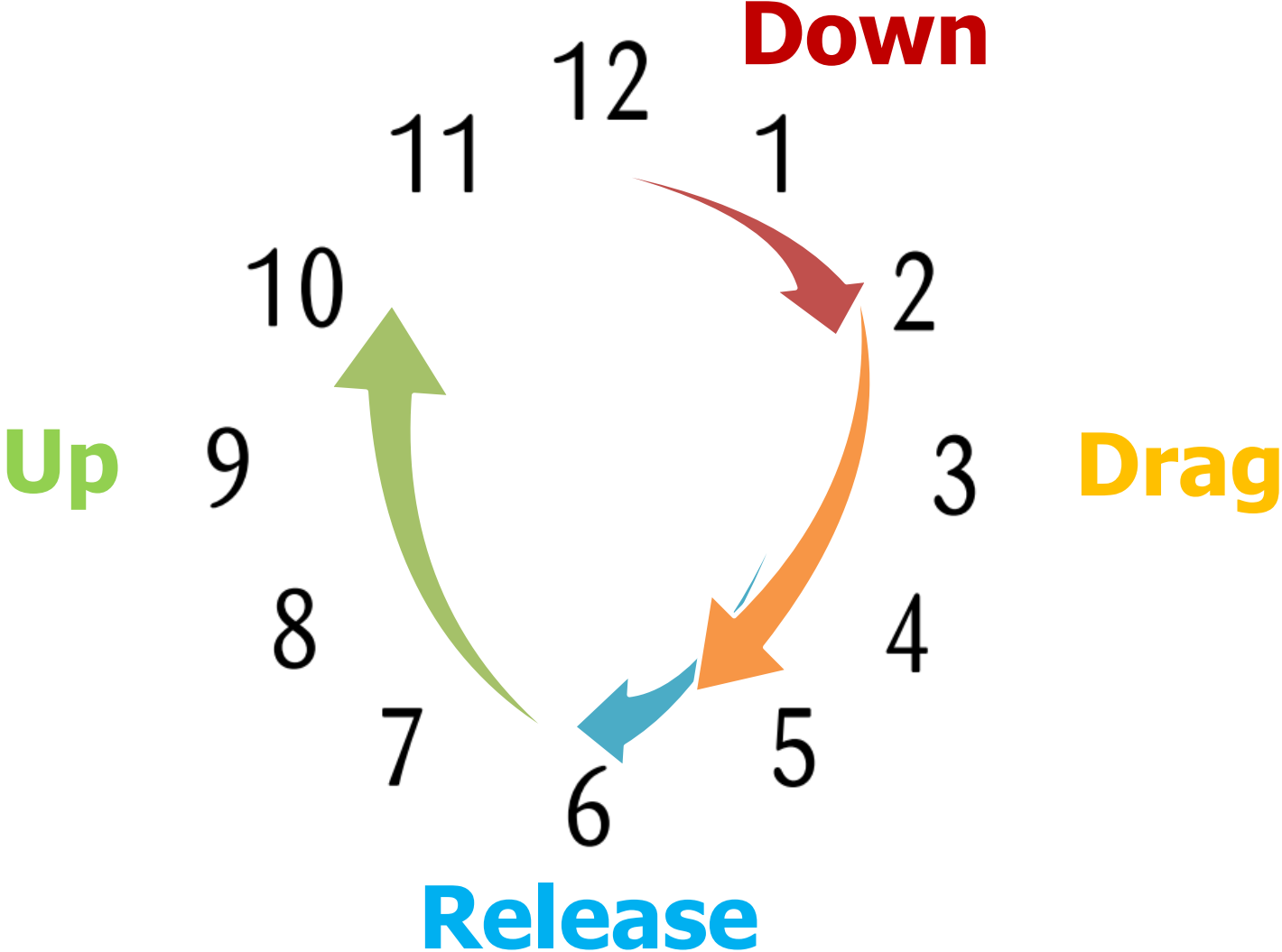


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The Economic Clock (Briefly)

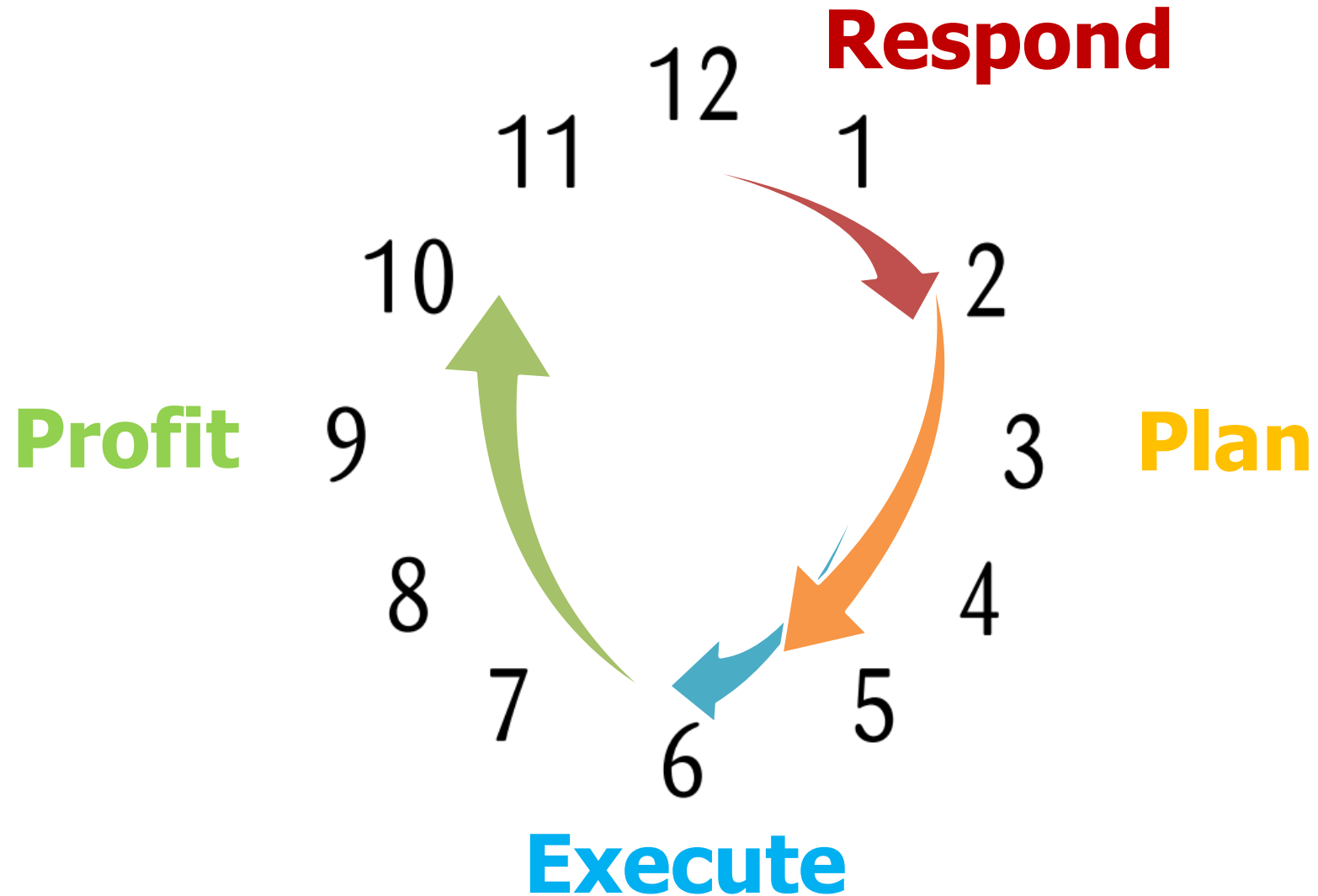


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The Economic Clock (Briefly)

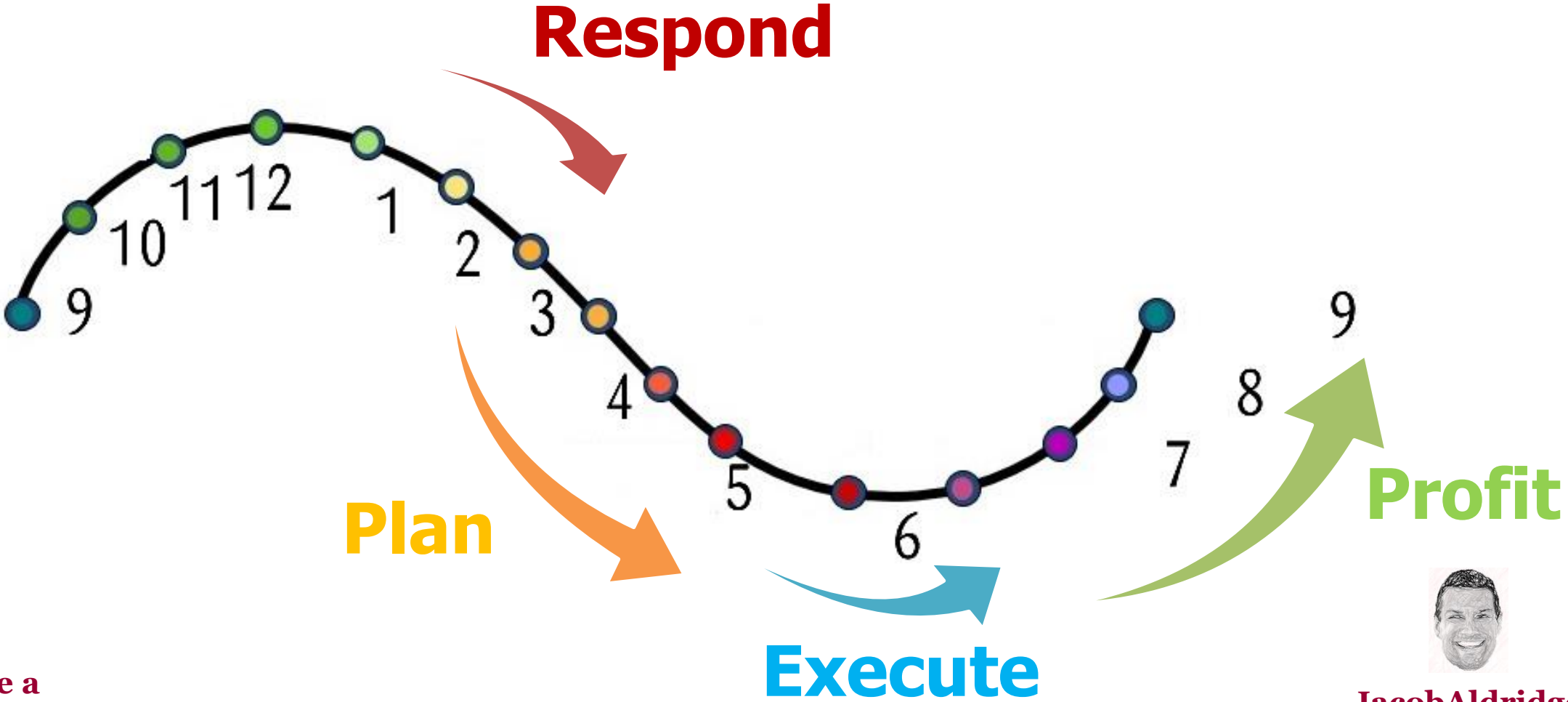


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The Economic Cycle

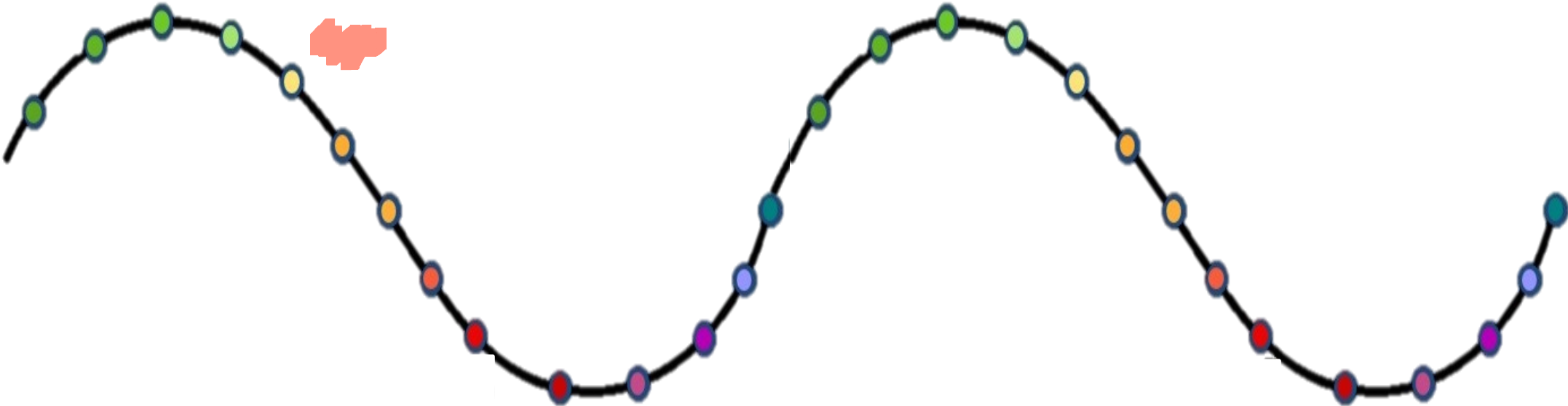


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How About Your Journey?



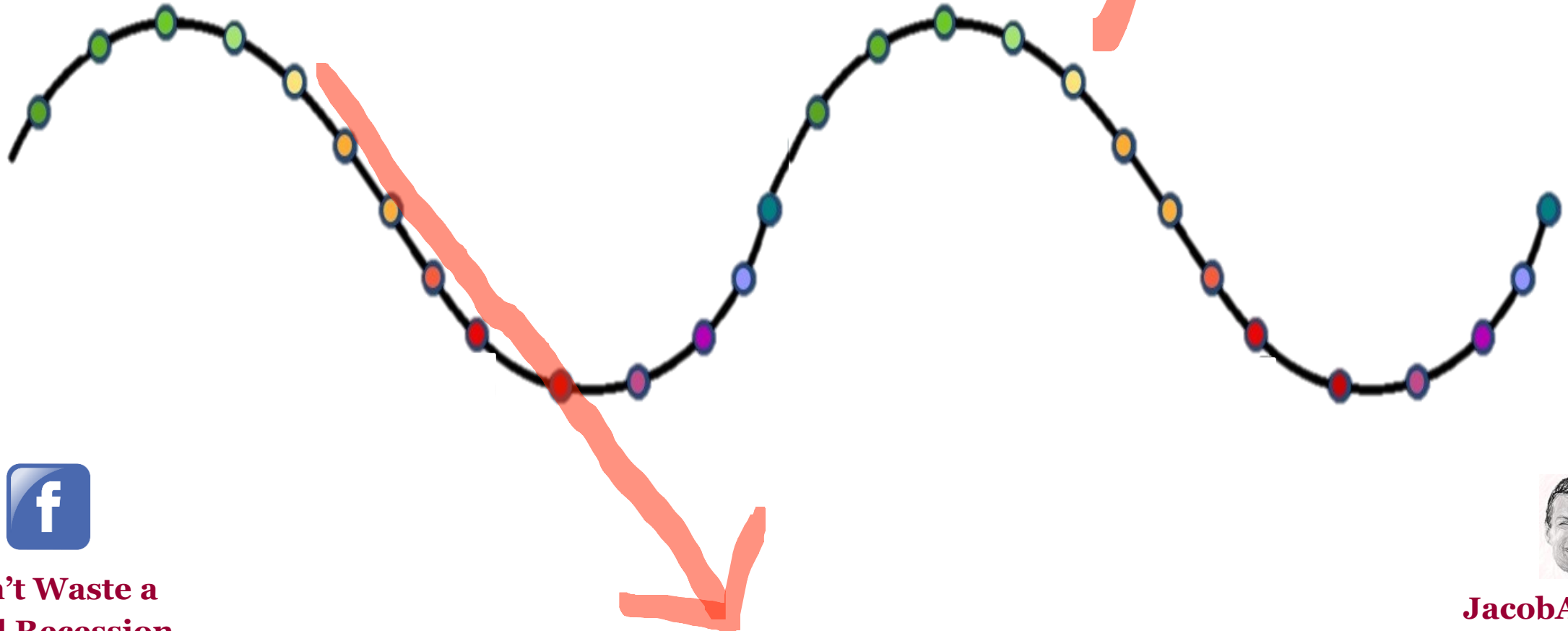
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How About Your Journey?

DONE

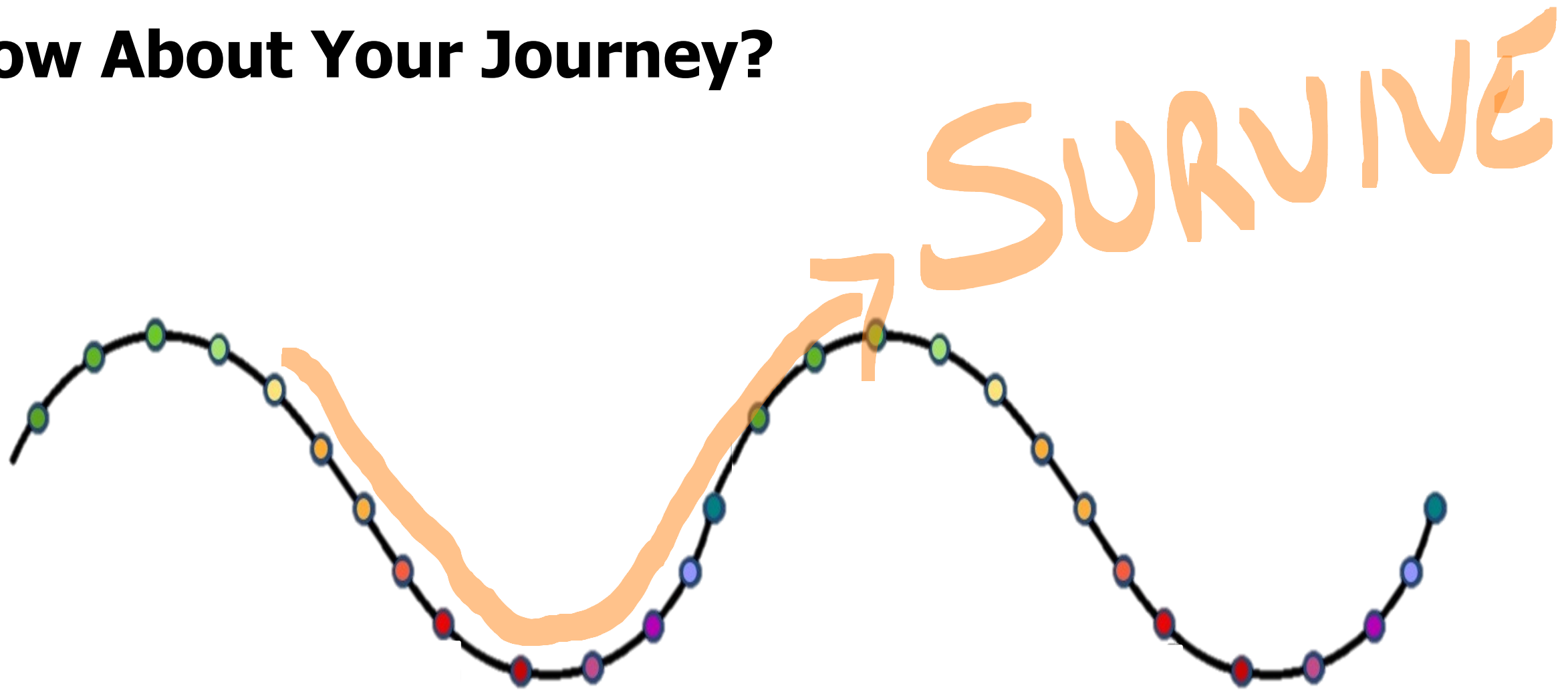


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How About Your Journey?



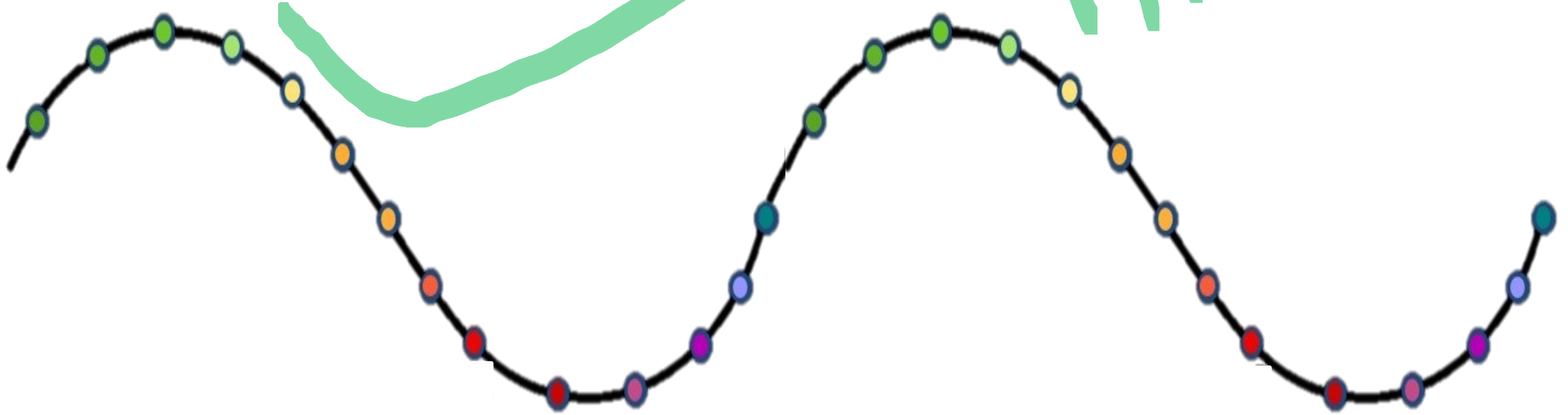
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How About Your Journey?

THRIVE

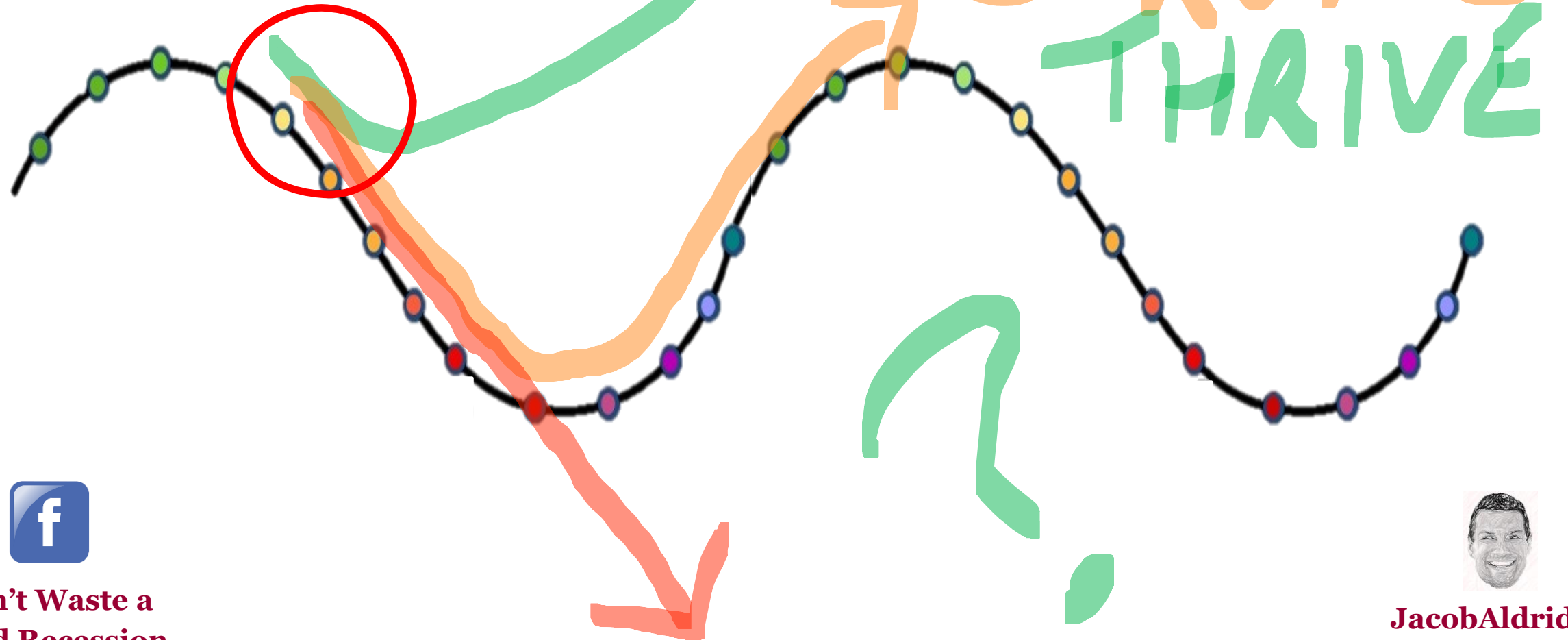


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How About Your Journey?



DIVE
SURVIVE
THRIVE

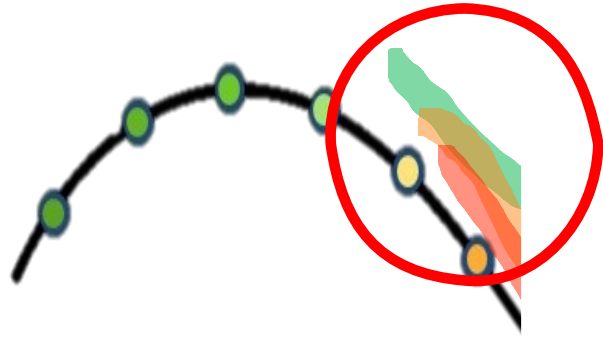


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What's Different?



Luck?

SHIT HAPPENS

MAGIC HAPPENS
MagicHappensSticker.com.au



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“

**Use your actions
to create luck.**

Grant Cardone 

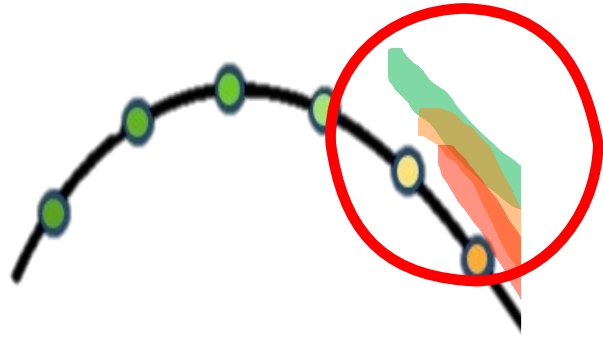


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What's Different?



EMOTIONS

INVESTMENT

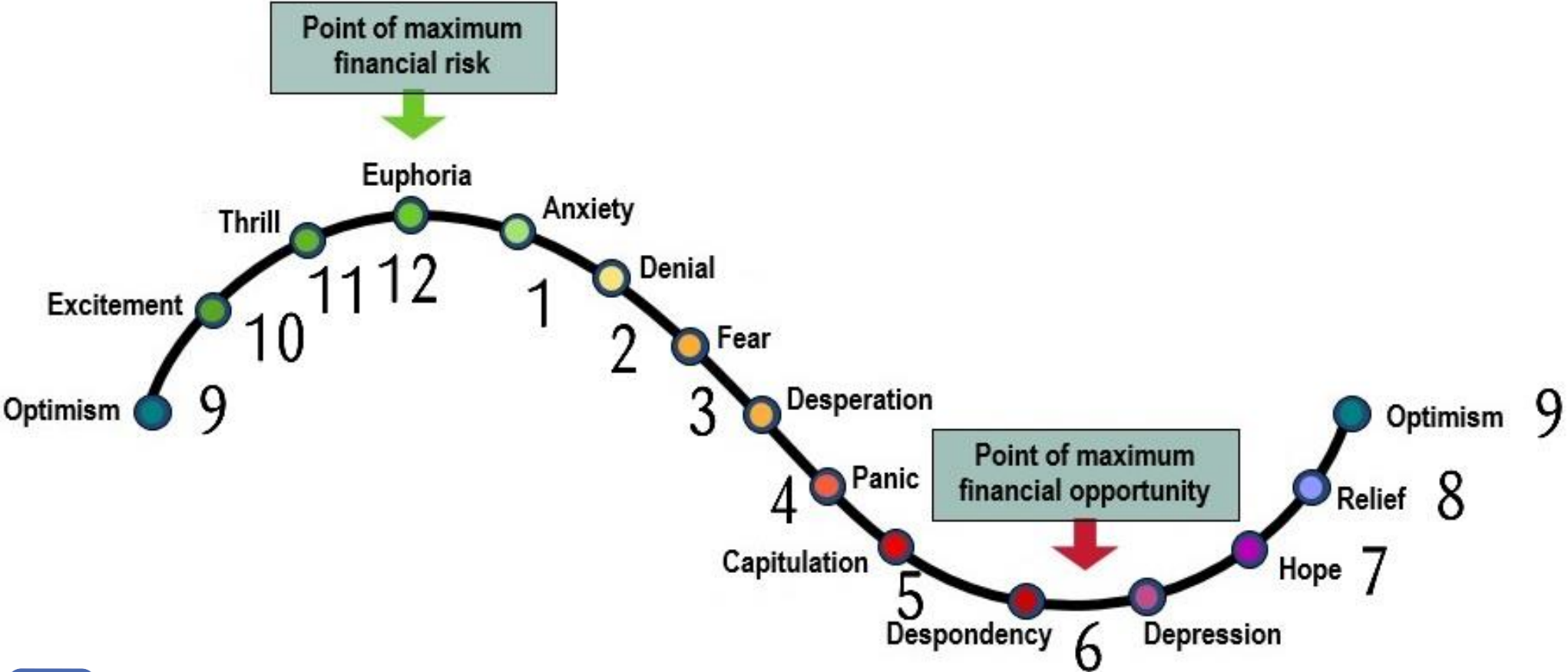


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The Economic Cycle Emotions

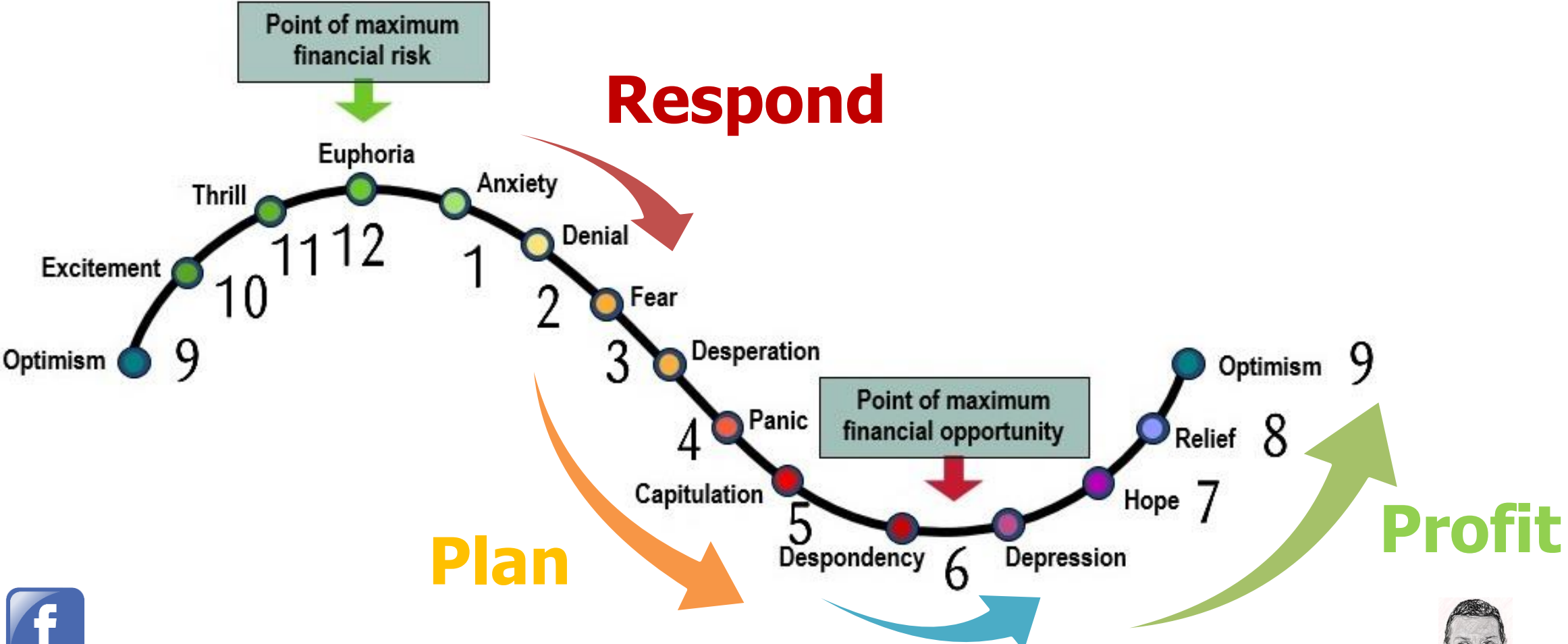


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The Economic Cycle Emotions



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Execute



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The Economic Cycle Emotions

Respond



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Respond!

(priorities from 29.03.2020)

If you haven't already, this week you need to focus on:

1. Existing Client Plan
2. Changing Sales / Business Development
3. Exiting Team Members



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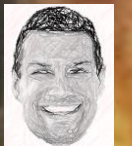
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Respond!

1. Existing Client Plan



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Respond!

(priorities from 29.03.2020)

1. Existing Client Plan

What are they Experiencing?

Useful Data. Every Sector is Different. Every Business is Unique.

How are they Feeling?

Have Empathy.

What do they Need?

Even if it's nothing to do with you.

How can you Help?

Can you Help?



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Respond!

(priorities from 29.03.2020)

Leverage your Referral Partners to Help!



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Respond!

(priorities from 29.03.2020)

2. Changing Sales / Business Development

Process	Conversion Rates >1 in 3?	Sales & Cash Flow Cycle TIME	Process: Nurturing? Sales Meeting?	Use of Technology (Zoom etc)
Style	Connection	Direction	Leadership	
Product / Packaging	Entirely New Product?	Pivot?	Bundle?	Unbundle?
Pricing	Did you Register as a Charity this week?	Marketing – Product – Service Balance		



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Respond!

(priorities from 29.03.2020)

3. Exiting Team Members – WHO? | WHEN? | HOW?

WHO?	Don't Waste a Good Recession!	Think Future not Past	Cost & Value
WHEN?	Don't Wait too Long	Link to Cash Flow Forecast / Scenario Planning triggers	Too many is better than not enough
HOW?	If you've never done this before...	Employment Law is complicated and fast-moving right now	Keep communicating during Furlough / Stand Down / Un(der)employment



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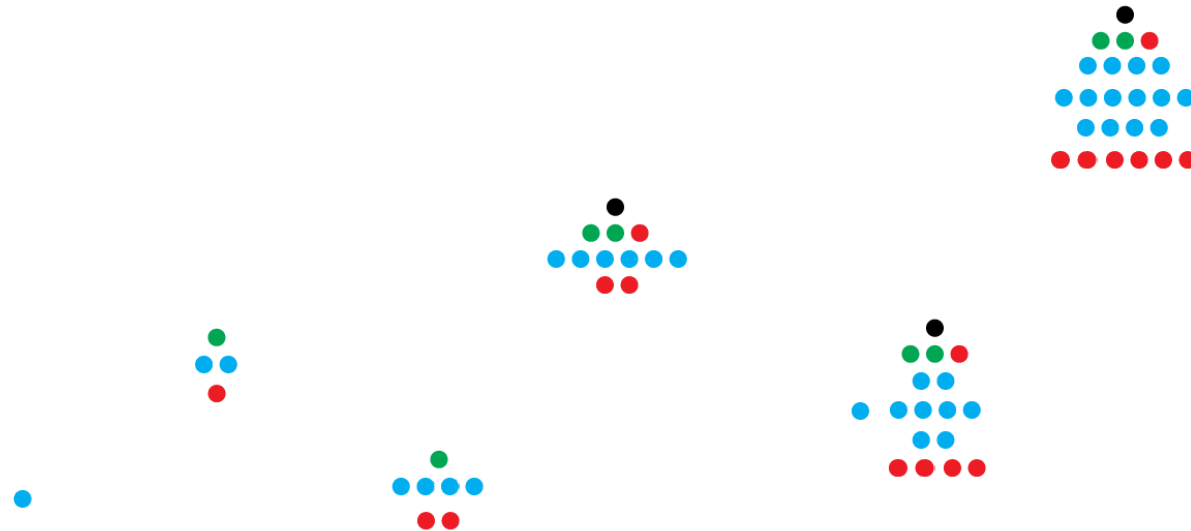
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Respond!

(priorities from 29.03.2020)

3. Exiting Team Members – WHO?

Peter	✘
Paul	--
Mary	✓
Tom	✓
Ricardo	✘
Harriet	✓



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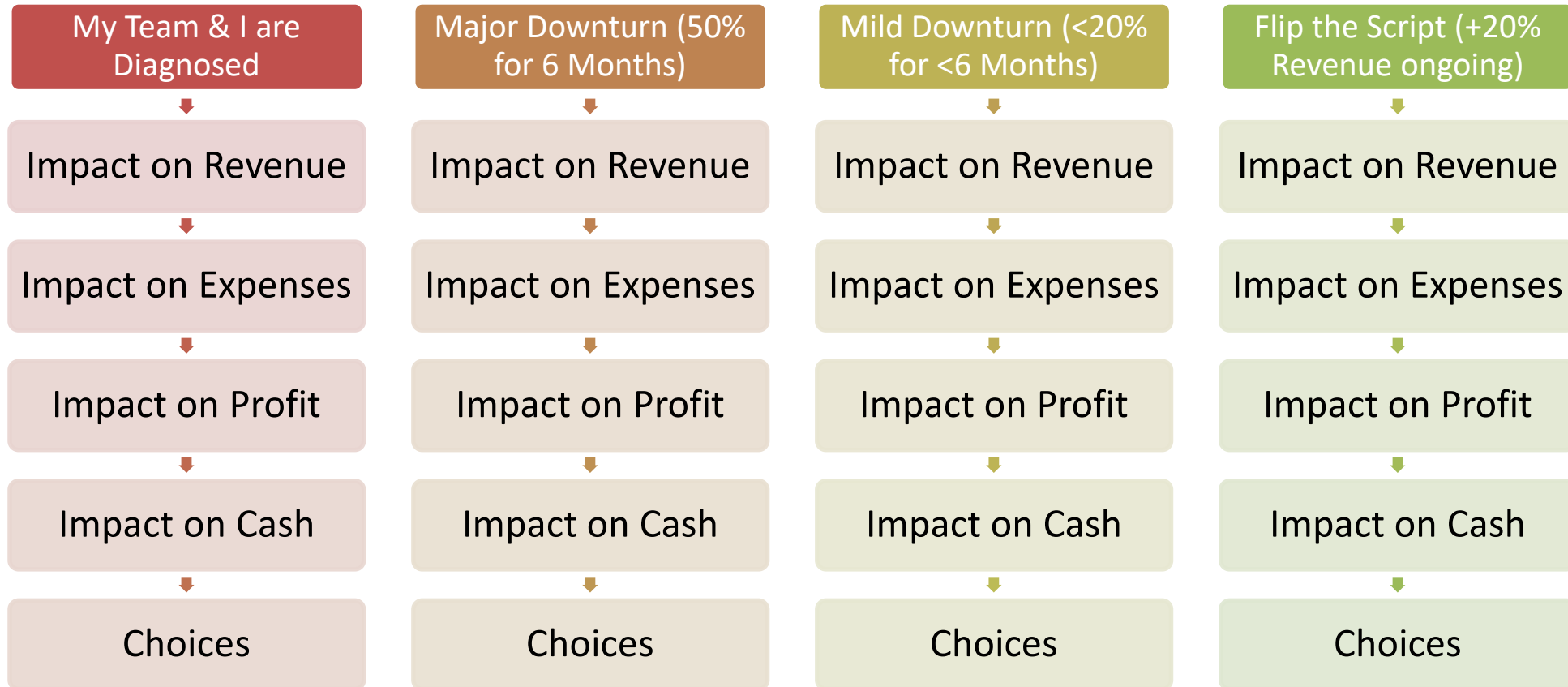


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Respond!

(priorities on 20.03.2020)

4. Cash Flow Forecast – Scenario Planning



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Check-in



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Questions?



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