

Don't Waste a Good Recession

Webinar #3
03.04.2020

Jacob Aldridge
International Business Advisor



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

**Don't
waste
a good
recession.**

with Jacob Aldridge

Welcome!



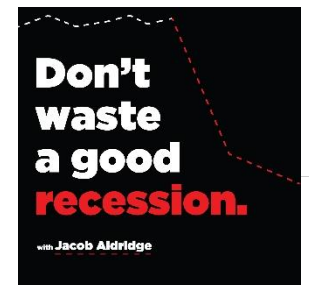
Hi, I'm Jacob. That's me – I'm a couch!

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.

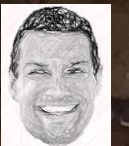
Please use 'Chat' to say 'Hi'!



YOU'RE
PHO-KING
AWESOME

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Snapshot 02.04.2020

Coronavirus	Cases	Deaths	Case Change (last wk)
UK	29,474	2,352	209%
USA	215,344	5,112	214%
Australia	5,137	25	83%
Global	940,615	47,516	93%

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%

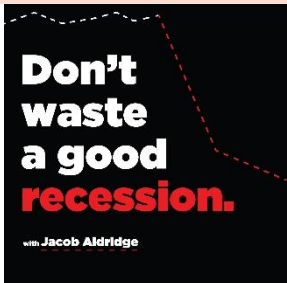
Source: www.tradingeconomics.com/united-kingdom/unemployment-rate/
www.tradingeconomics.com/united-states/unemployment-rate
www.tradingeconomics.com/australia/unemployment-rate

Markets	Current	Drop Since Peak	Drop Already To Previous Low
FTSE	5,468.59	-29.23%	53.59%
DJI	20,943.51	-29.17%	37.34%
ASX 200	5,154.30	-28.38%	50.00%

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%

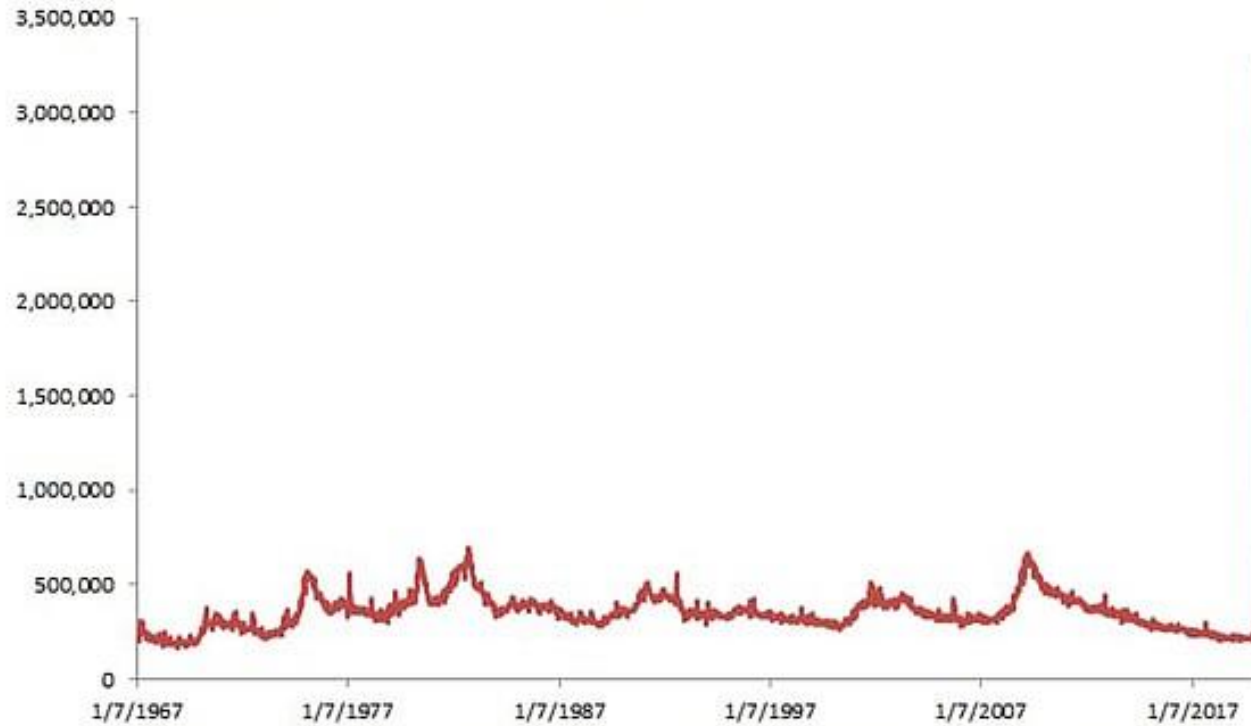
Source: www.tradingeconomics.com/united-kingdom/gdp-growth/
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www.tradingeconomics.com/australia/gdp-growth



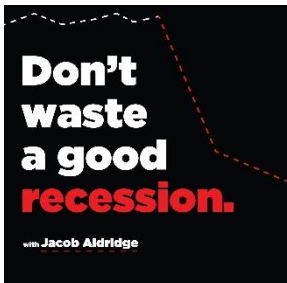
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USA Jobless Claims

Initial unemployment insurance claims, 1967-present



Source: <https://www.dol.gov/ui/data.pdf> and <https://oui.doleta.gov/unemploy/claims.asp>

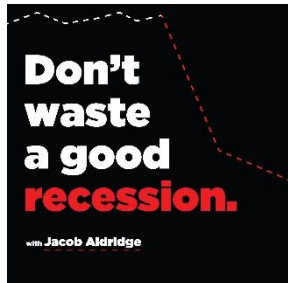


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The Great Horse Manure Crisis of 1894



MORTON STREET, CORNER OF BEDFORD, LOOKING TOWARD BLEECKER STREET,
MARCH 17, 1893.



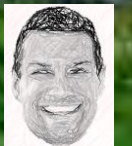
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By End of 2021, Plan to Transform:

1. Your Client Base
(and how well you know them)
2. Your Product / Packaging / Pricing
(and how well it suits them)
3. Your Sales & Marketing
(to grow marketshare)
4. Your Team Members
(efficiency and capability)

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Respond!

(priorities w/c 05.04.2020)

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

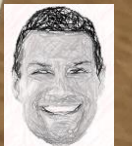
1. What do your Clients need now?

What will they pay for?
What can you deliver?
Has that changed?

2. Who are the Members of your 'War Cabinet'?

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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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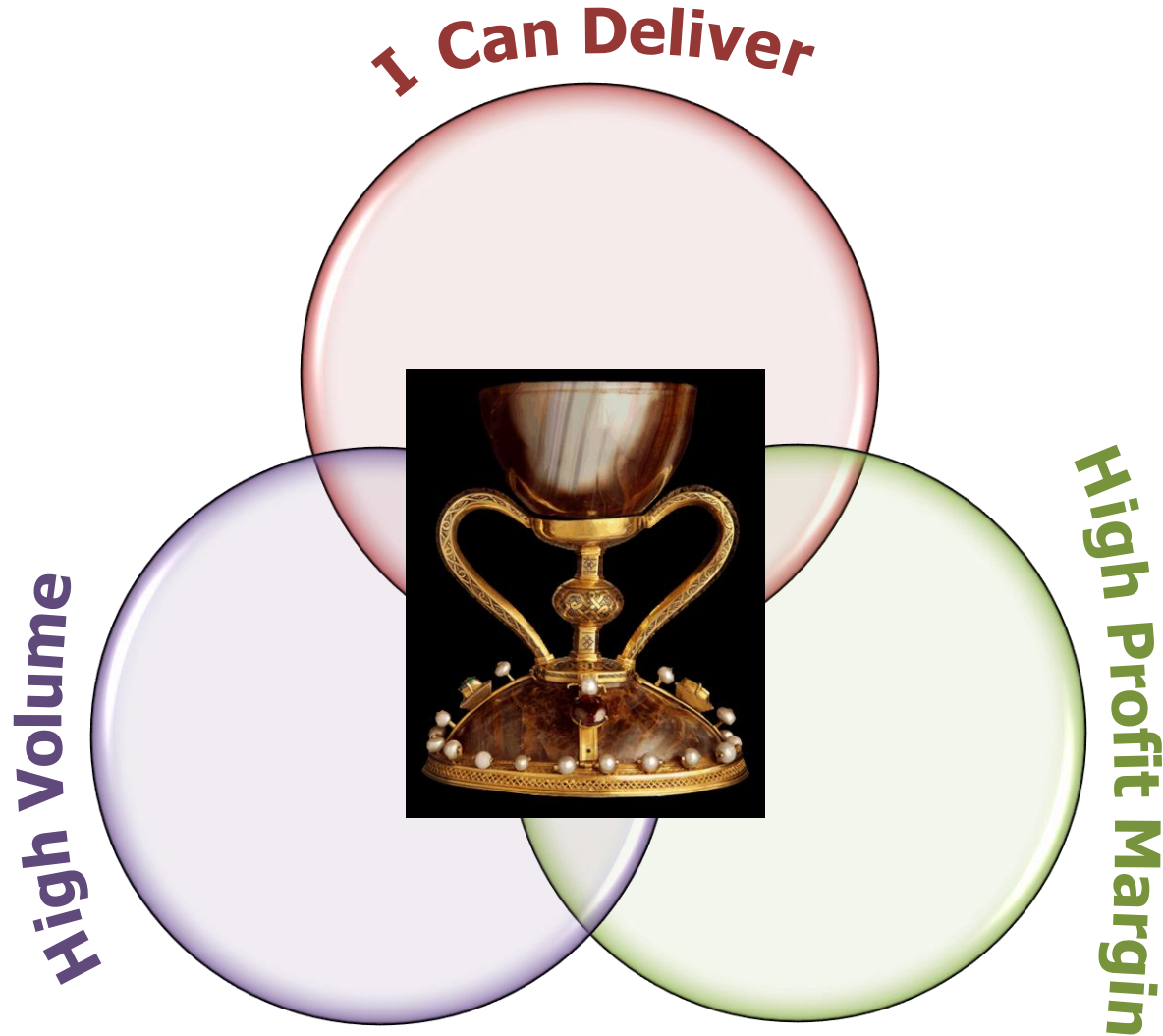
Changing Your Product in a Recession

1. I can Deliver this now
(or soon)
2. High Volume
3. High Profit Margin



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Changing Your Product in a Recession



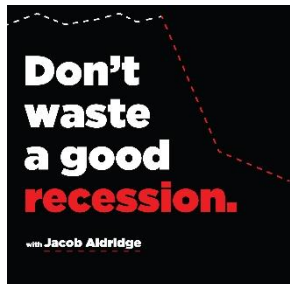
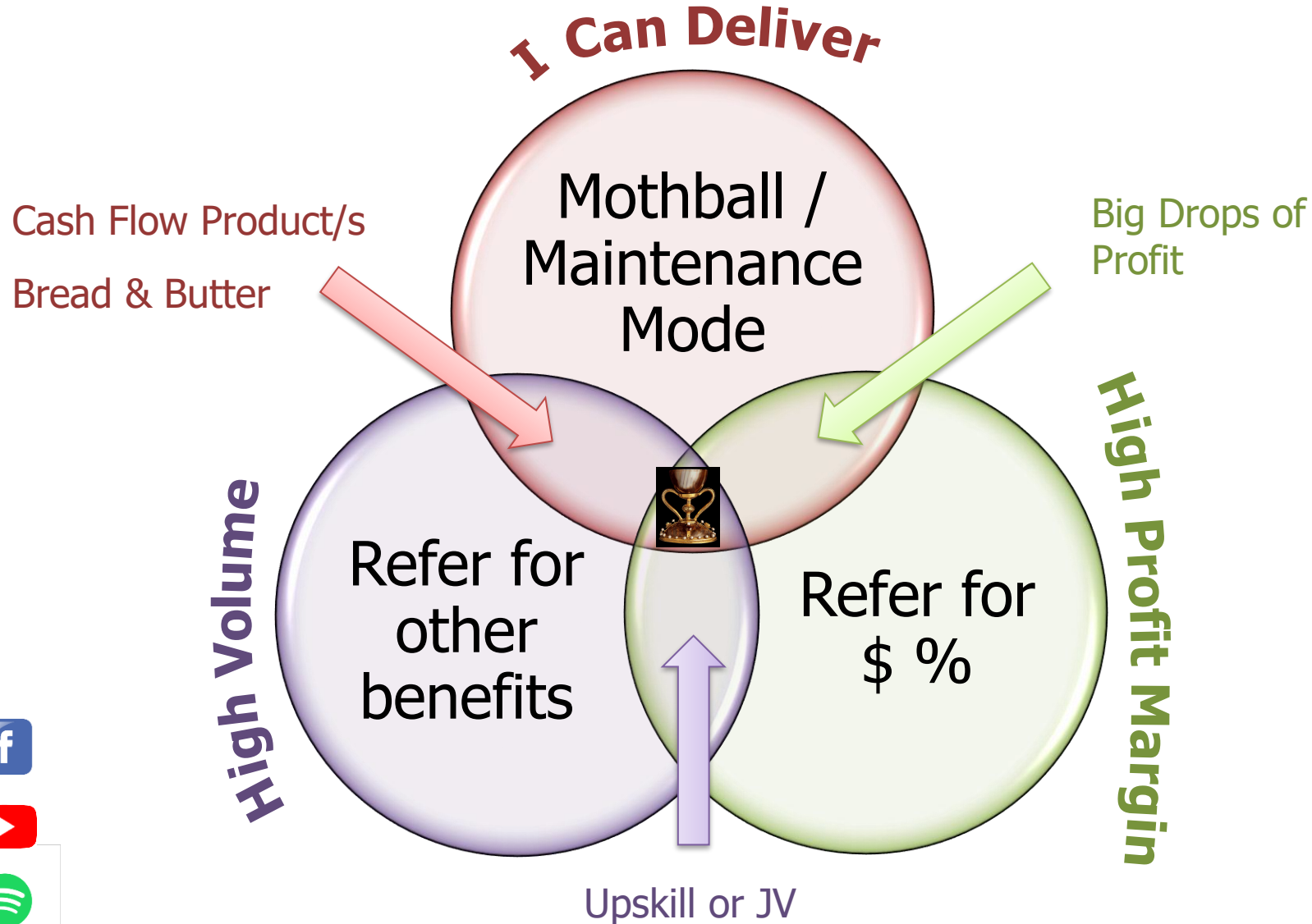
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Changing Your Product in a Recession



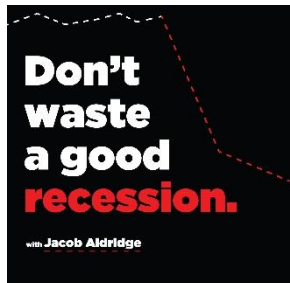
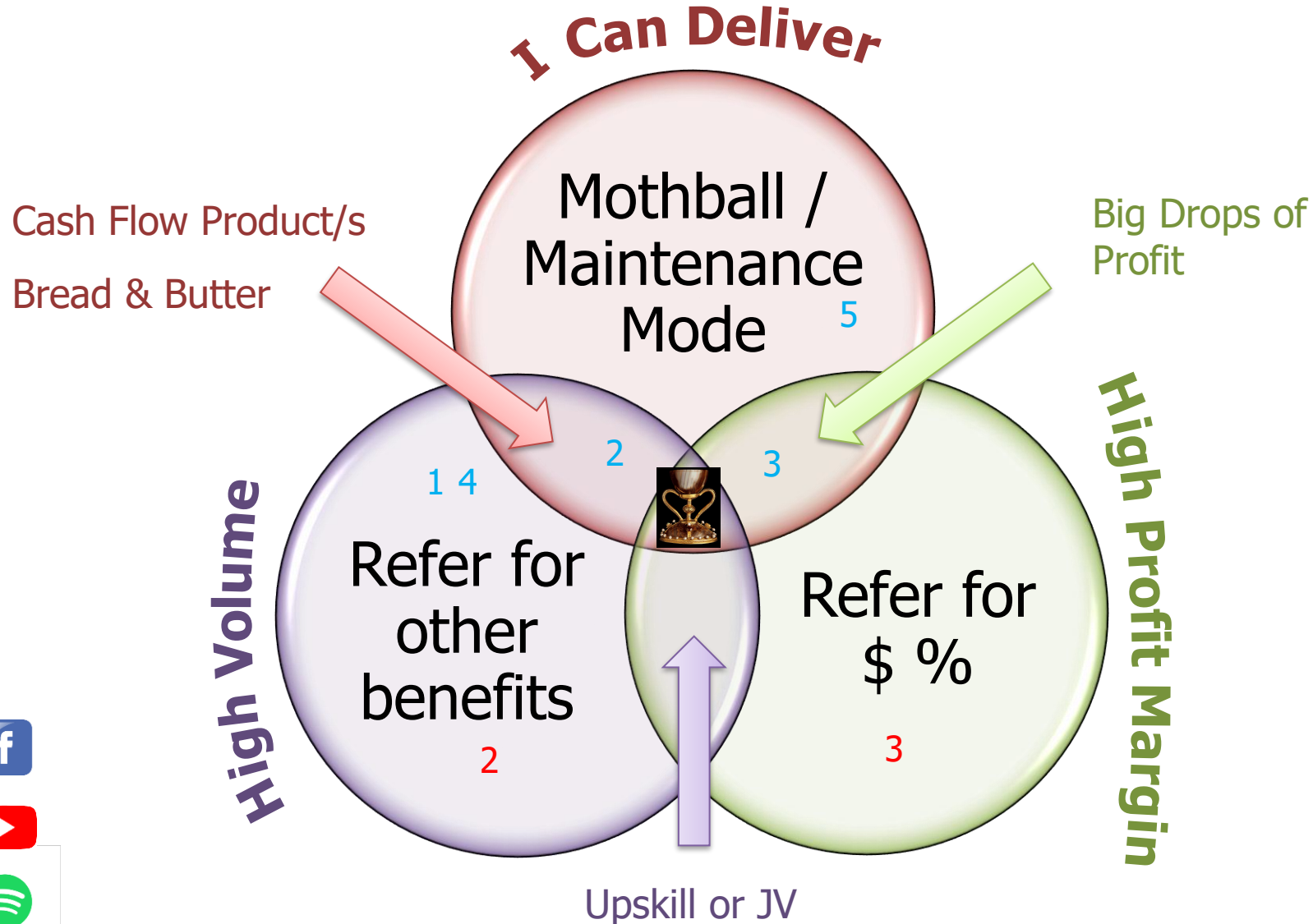
Changing Your Product in a Recession

eg, for Jacob

1. Stimulus Help
2. Recession Advice
3. Growth Coaching
4. Employment Law
5. WFH Efficiencies

eg, for You

2. Recession Advice
3. Growth Coaching



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Changing Your Product in a Recession



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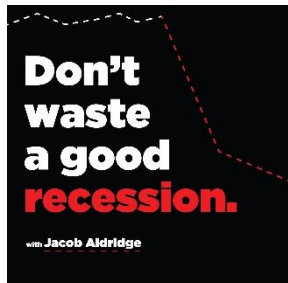


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Changing Your Product in a Recession

M & A

Mergers & Acquisitions

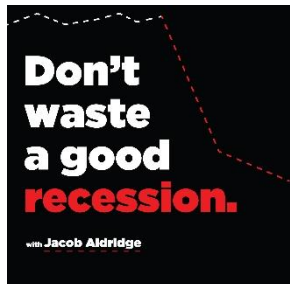
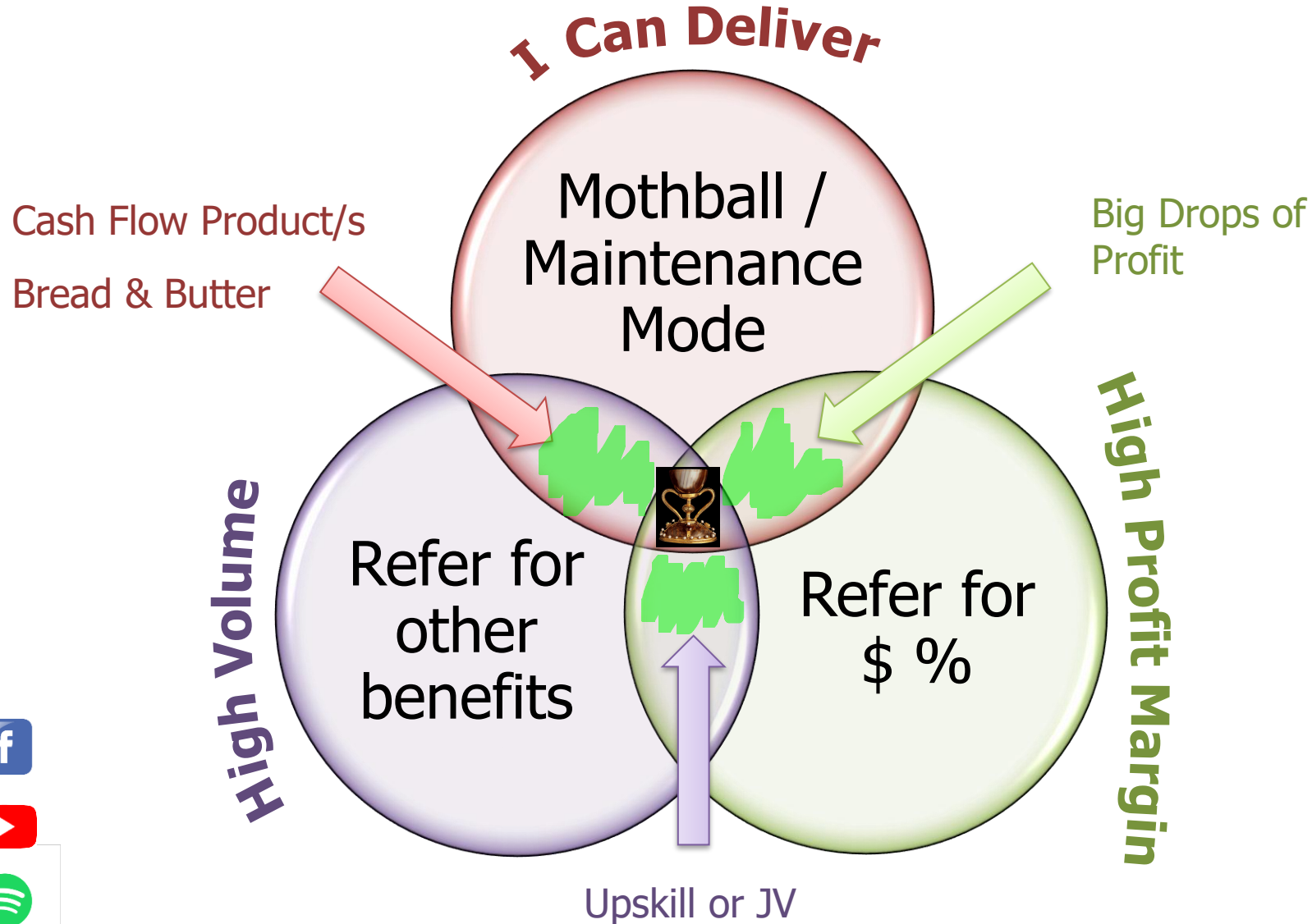


See also Blackboard Fridays Ep 105



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Changing Your Product in a Recession



Changing Your Product in a Recession

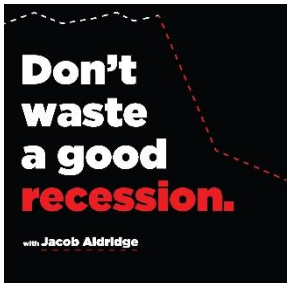
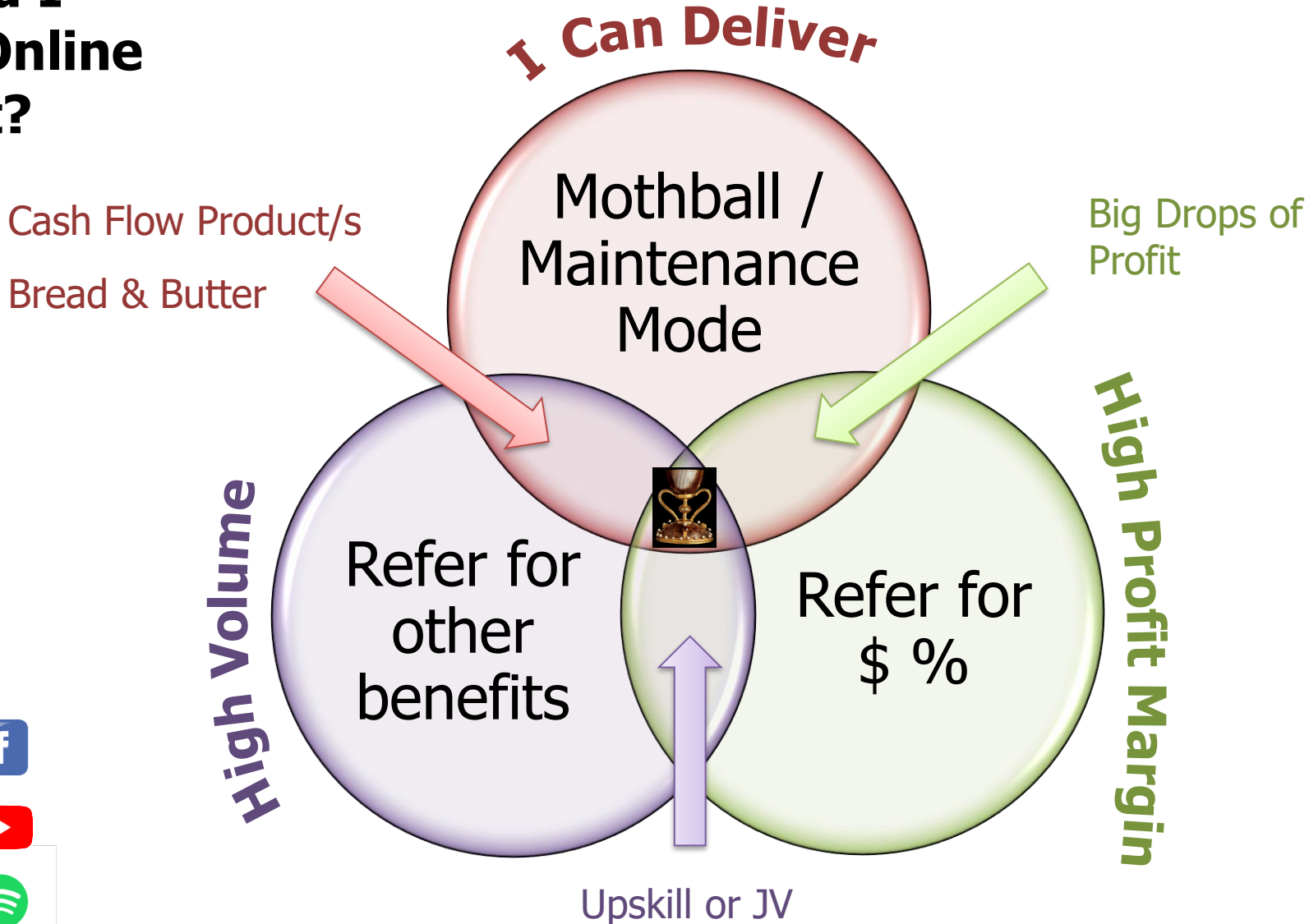
Q: Should I Launch an Online Product?



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Changing Your Product in a Recession

Q: Should I Launch an Online Product?



Respond!

(priorities w/c 05.04.2020)

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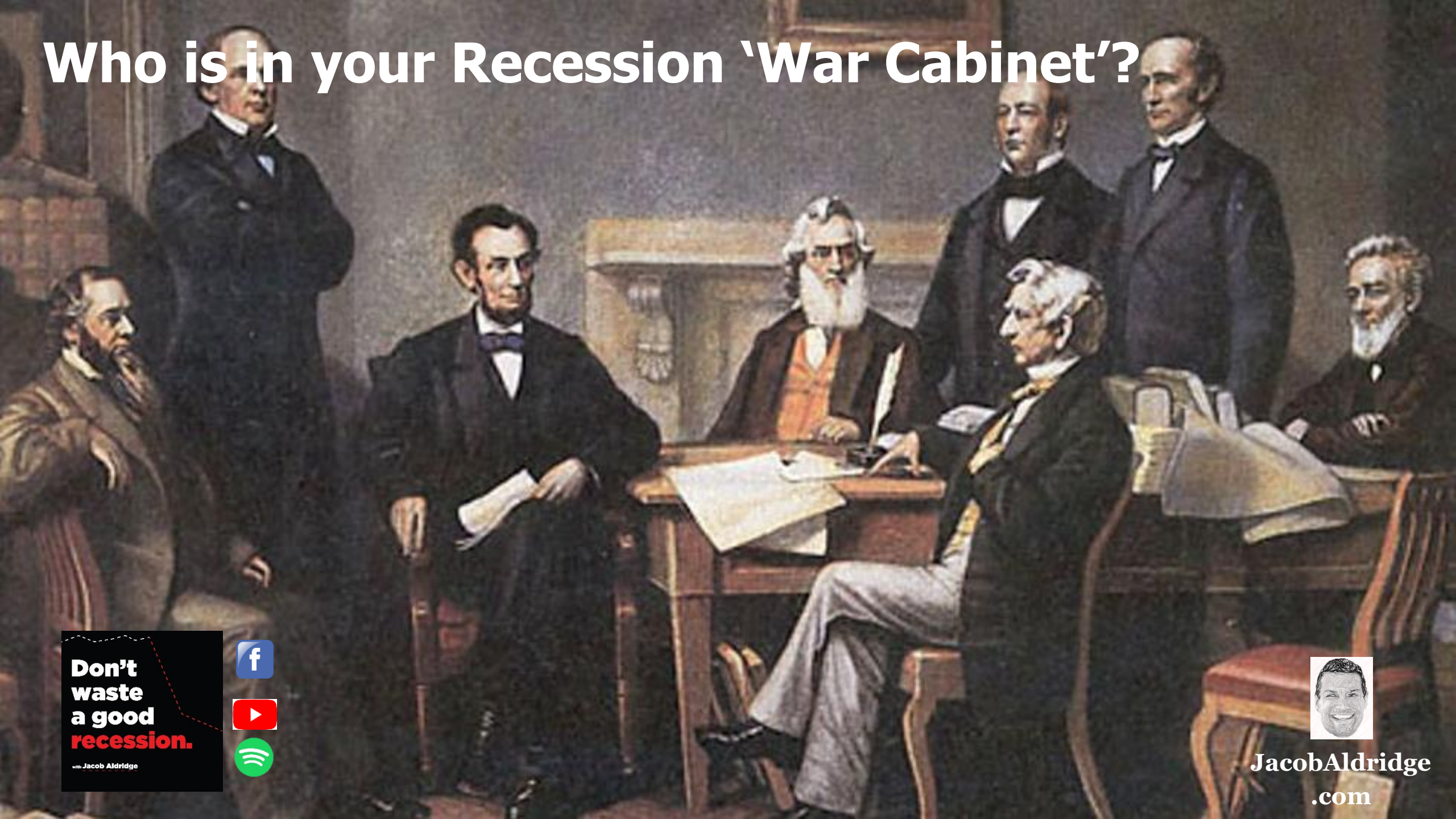
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Who is in your Recession 'War Cabinet'?



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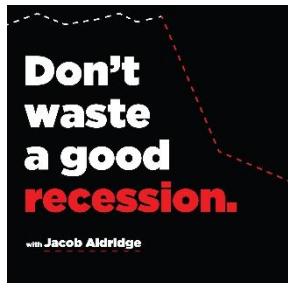


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Who is in your Recession 'War Cabinet'?

Who are your Trusted Advisors?

- 1. Finance Professional**
Cash Flow Forecast & Strategy
eg, Internal CFO, Finance Manager, Accountant
- 2. Stimulus Support Help**
eg, Accountant
- 3. Financial Planner**
If you have lots of assets outside the business
- 4. Mentor or Industry Group**
What are your Peers doing? Every industry is different!
- 5. Advisor with Recession Experience**
Don't Waste a Good Recession folks!



Are they all on Speed Dial?!
Do they know each other?!



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Who is in your Recession 'War Cabinet'?

Emergency Financial Scenario Planning Video Call With One Of The UK's Top Finance Directors

Your complimentary video call to include:

Government support program

- Loans
- Grants
- Statutory Sick Pay
- Furloughing

Cash flow/liquidity planning

- Cash buffer
- Reduction/deferment of costs
- Renegotiation of financial terms

Supply Chain

- Break in supply chain
- Alternative supplies
- Reduction of risk

Demand/Revenue

- Revenue – scenario planning
- Delivery of goods/services

Communications

- Customer/staff/supplier/stakeholder

Staff

- Statutory Sick Pay
- Temporary staff
- Operating payroll remotely



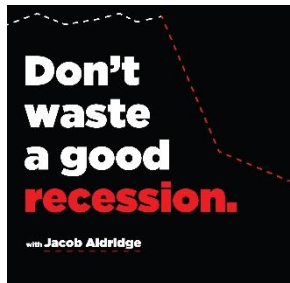
BOOK YOUR 1:1 VIDEO CALL

Our friendly FD Team is here and ready to support and guide you
through the coming weeks

Who is in your Recession 'War Cabinet'?

When are your Cabinet Meetings?

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1		??			
AM		??			
PM				??	
Week 2		??			
AM		??			
PM					
Week 3					
AM					
PM				??	
Week 4					
AM					
PM					??



Questions?

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