

# Don't Waste a Good Recession

Presentation #5  
17.04.2020

Jacob Aldridge  
International Business Advisor



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

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waste  
a good  
recession.**

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# Meditation > Squirrels!



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YOU'RE  
PHO-KING  
AWESOME

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# Snapshot 10.04.2020

Coronavirus	Cases	Deaths	Case Change (last wk)
UK	89,020	13,729	38%
USA	569,026	32,707	25%
Australia	2,658	63	-13%
Global	1,446,958	141,195	19%

Source: [www.worldometers.info/coronavirus/coronavirus-cases/](http://www.worldometers.info/coronavirus/coronavirus-cases/)

Unemployment		Change (5yr low)	Change (last mth)
UK [Jan '20]	3.90%	0.10%	0.10%
USA [Mar '20]	4.40%	0.90%	0.90%
Aust [Mar '20]	5.20%	0.30%	0.10%

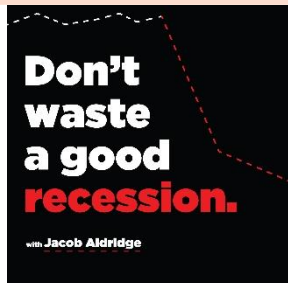
Source: [www.tradingeconomics.com/united-kingdom/unemployment-rate/](http://www.tradingeconomics.com/united-kingdom/unemployment-rate/)  
[www.tradingeconomics.com/united-states/unemployment-rate](http://www.tradingeconomics.com/united-states/unemployment-rate)  
[www.tradingeconomics.com/australia/unemployment-rate](http://www.tradingeconomics.com/australia/unemployment-rate)

Markets	Current	Drop Since Peak	Drop Already To Previous Low
FTSE	5,628.43	-27.16%	49.80%
DJI	23,430.65	-20.76%	26.57%
ASX 200	5,416.30	-24.74%	43.59%

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/](http://www.tradingeconomics.com/united-kingdom/gdp-growth/)  
[www.tradingeconomics.com/united-states/gdp-growth](http://www.tradingeconomics.com/united-states/gdp-growth)  
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# Respond!

(priorities w/c 19.04.2020)

## HOW LONG WILL THIS RECESSION LAST?

1. When will YOUR BUSINESS shift from Respond to Recovery Plan?
2. When are we likely to shift from Plan to Execute to Profit?

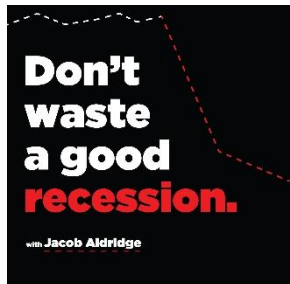
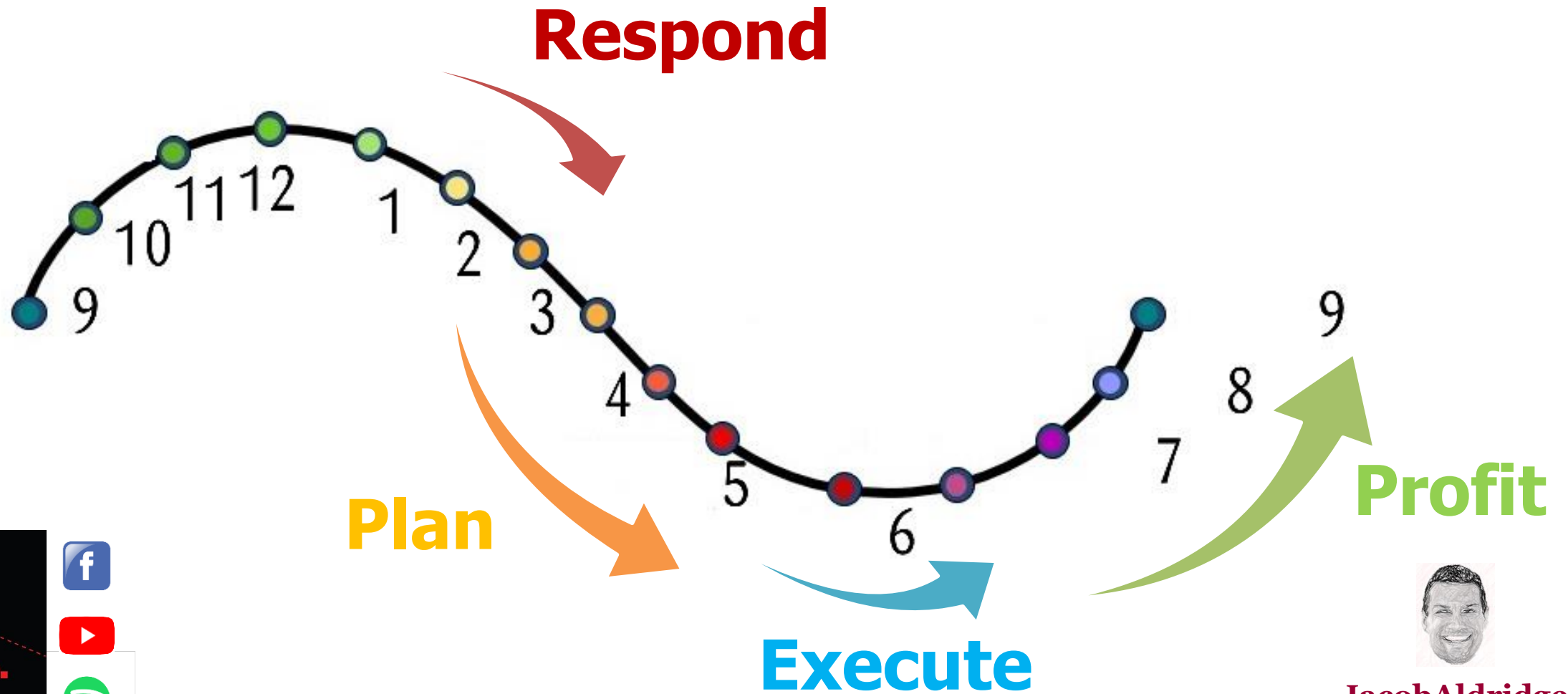
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# The Economic Cycle



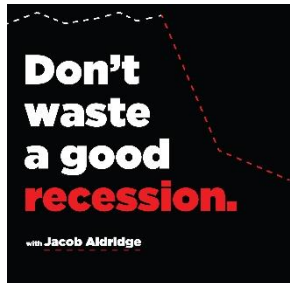
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# The Economic Cycle

**Respond**

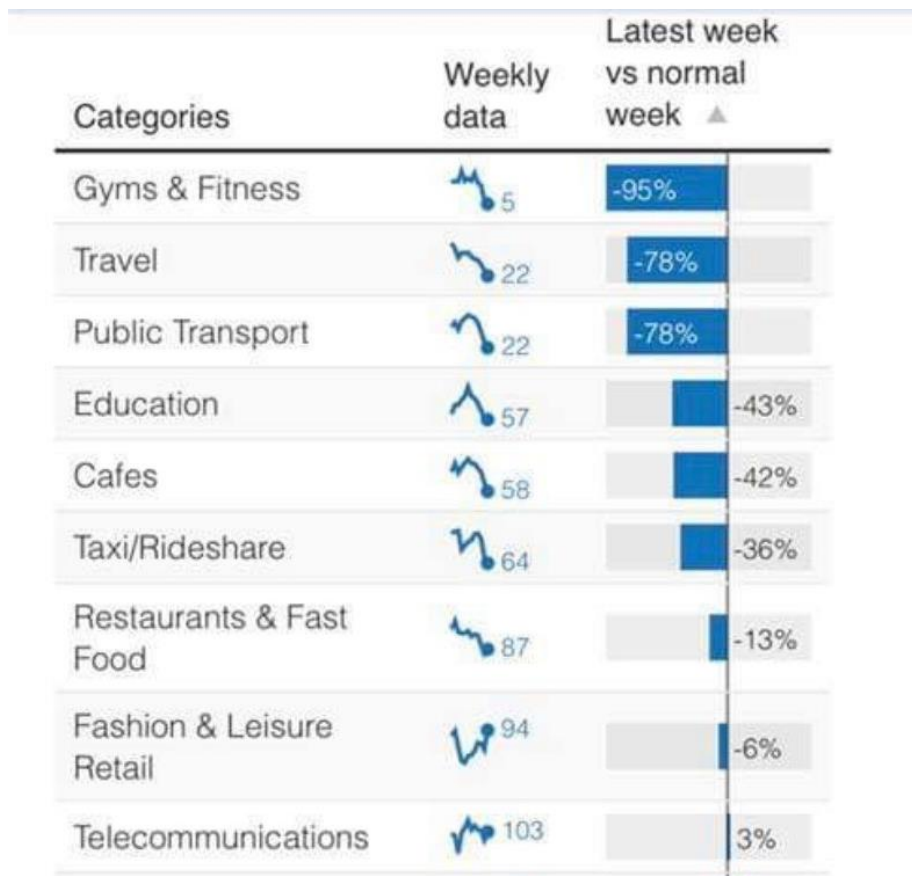


**Plan**



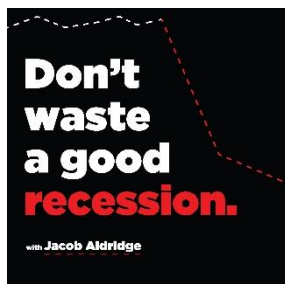
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# Industry Responses



Based on a weekly sample of the transactions of c.250,000 Australian consumers

Table: Created by illion & AlphaBeta (part of Accenture)



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# Industry Responses

Industry	When will Respond shift to Recovery Plan?
• Hospitality	• Gradual Re-Opening as Live Cases drop below 100/State
• Travel	• Domestic as Live Cases drops to Zero
• Trades	• International – Vaccine Being Implemented?
• Professional Services	• Australia / USA – JobKeeper / SMB Grant money arrives
• Retail	• UK – Get ready now for post Lockdown
	• When you've spoken with every active Client, and forecast your cash flow accordingly
	• NOW!!



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# Your Response Criteria

## 1. When your Revenue Stabilises

- i. Consecutive weeks 'at the bottom'
- ii. Forward orders stabilise – beware the 'dead cat bounce'

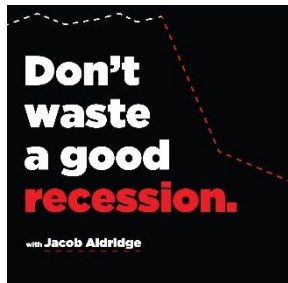
## 2. When you have the headspace to think 'week to week' not 'day to day'

## 3. Your Gut Feel says 'Move on'

- i. Don't make the 5 Mistakes of a Recession



Blackboard Fridays Ep 111



# The Economic Cycle



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# The 3 Types of Recession

Dec 2018

THE 3 TYPES OF  
RECESSION



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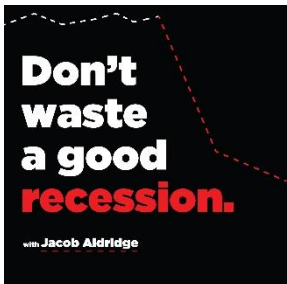
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every recession is different,



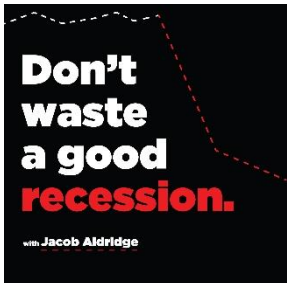
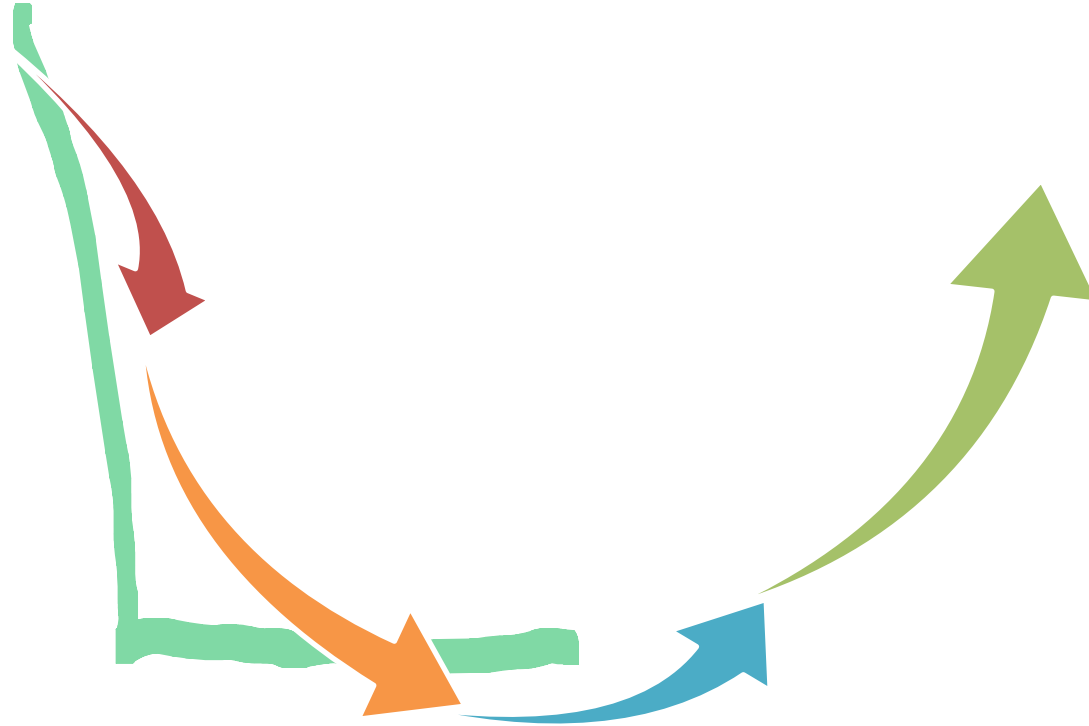
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# The 3 Types of Recession



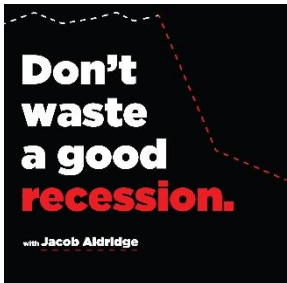
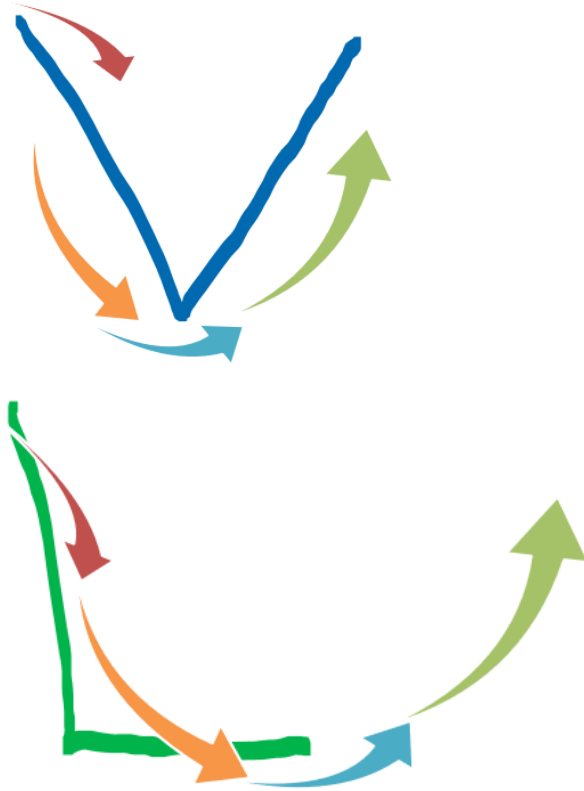
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# The 3 Types of Recession



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# What are the Key Differences?

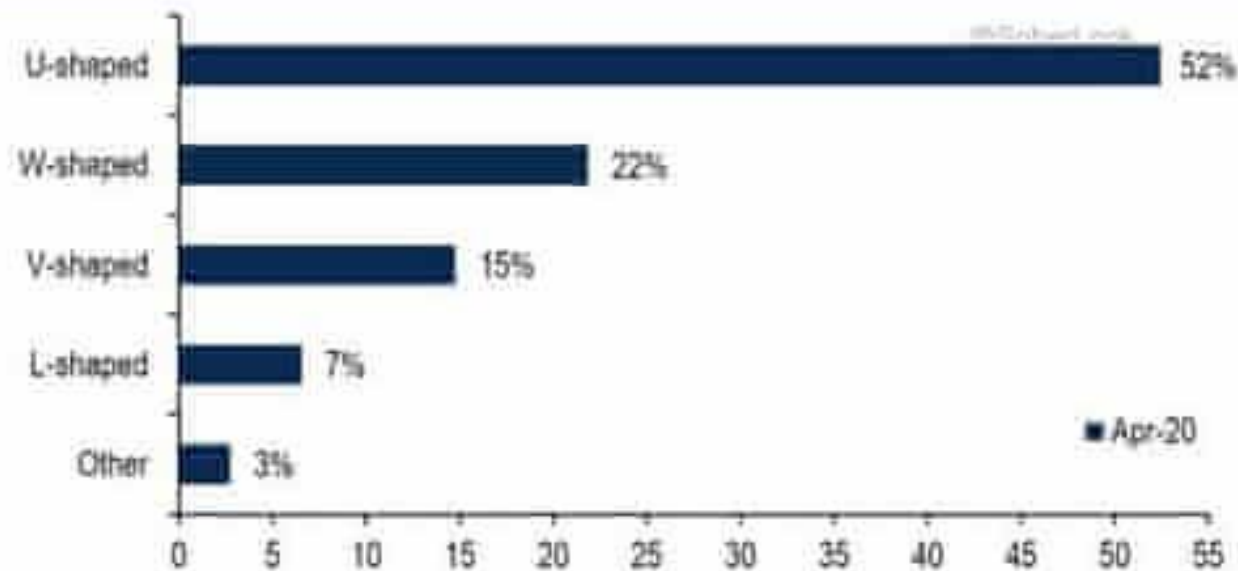


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# Which Recession are we having right now?

Exhibit 1: FMS investors expect U-shaped path out of the recession

Posted on  
WSJ: The Daily Brief



Source: BofA Global Fund Manager Survey

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# Which Recession are we having right now?



**BCG** BOSTON  
CONSULTING  
GROUP

**Goldman  
Sachs**

**citibank**



**BANK OF AMERICA**



BANK FOR  
INTERNATIONAL  
SETTLEMENTS



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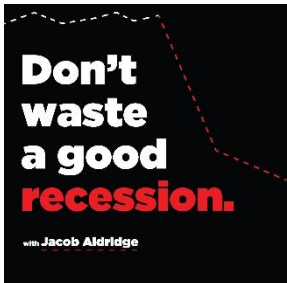
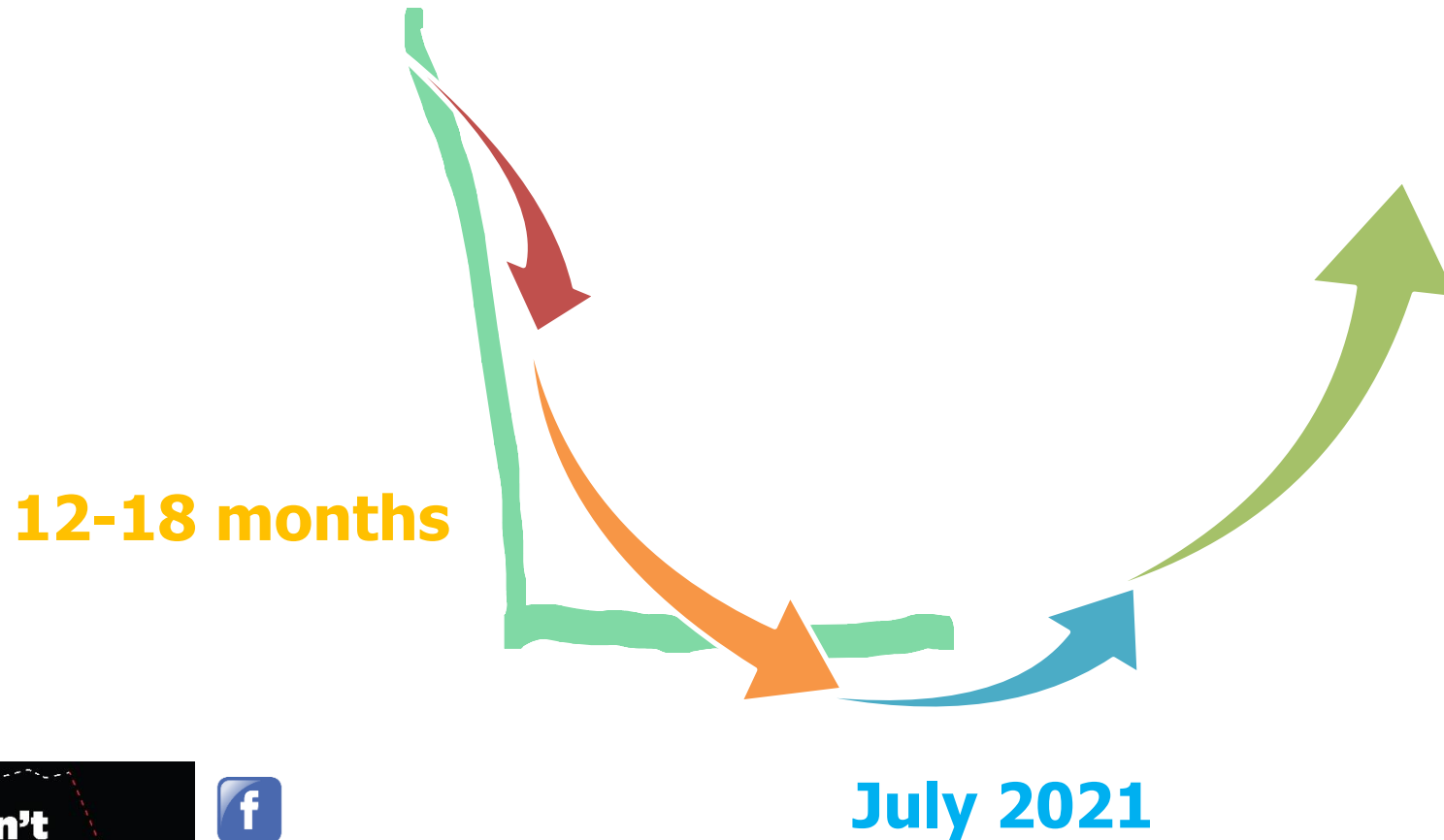


**BOB**  
business of brand



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# The 3 Types of Recession



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# 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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# Don't Waste a Good Recession

## Presentation #5 Actions

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