

Don't Waste a Good Recession

Presentation #7
01.05.2020

Jacob Aldridge
International Business Advisor



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

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recession.**

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Meditation > Squirrels!



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Snapshot 01.05.2020

Coronavirus	Active Cases	Total Deaths	Case Change (last wk)
UK	138,780	26,097	21%
USA	855,683	61,680	19%
Australia	947	91	-39%
Global	1,998,985	229,182	15%

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

Unemployment		Change (5yr low)	Change (last mth)
UK [Feb '20]	4.00%	0.20%	0.10%
USA [Mar '20]	4.40%	0.90%	0.90%
Aust [Mar '20]	5.20%	0.30%	0.10%

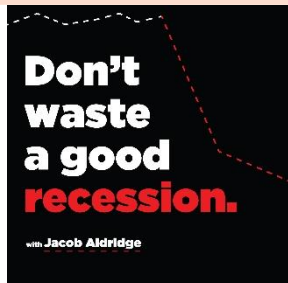
Source: www.tradingeconomics.com/united-kingdom/unemployment-rate/
www.tradingeconomics.com/united-states/unemployment-rate
www.tradingeconomics.com/australia/unemployment-rate

Markets	Current	Drop Since Peak	Drop Already To Previous Low
FTSE	5,943.82	-23.08%	42.31%
DJI	24,351.16	-17.65%	22.59%
ASX 200	5,522.40	-23.27%	40.99%

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	-4.8%	+ 2.1%	+ 2.1%
Australia	???	+ 0.5%	+ 0.6%

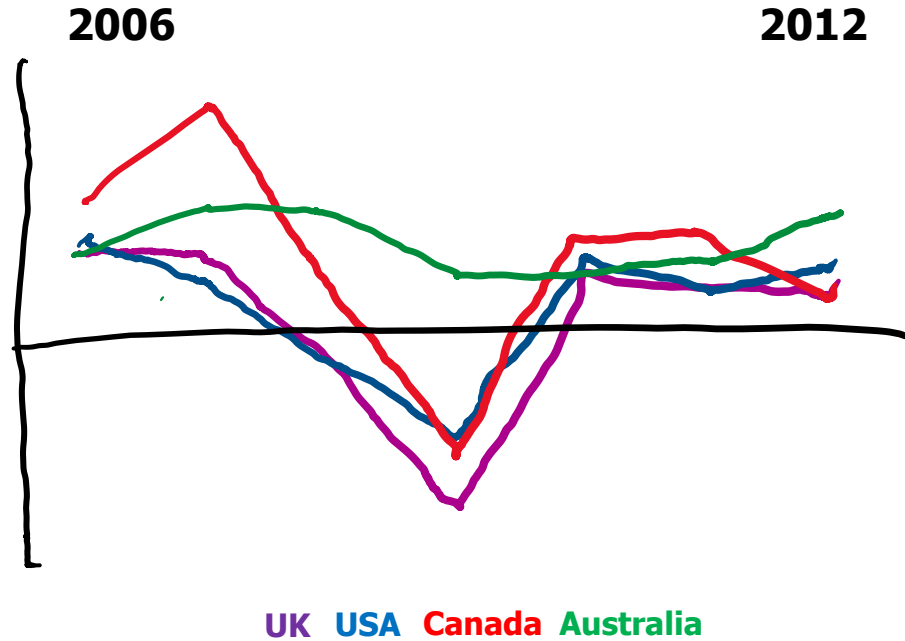
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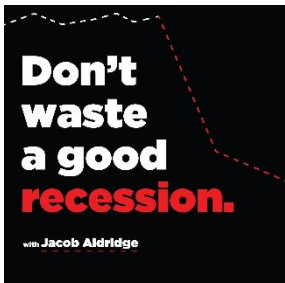
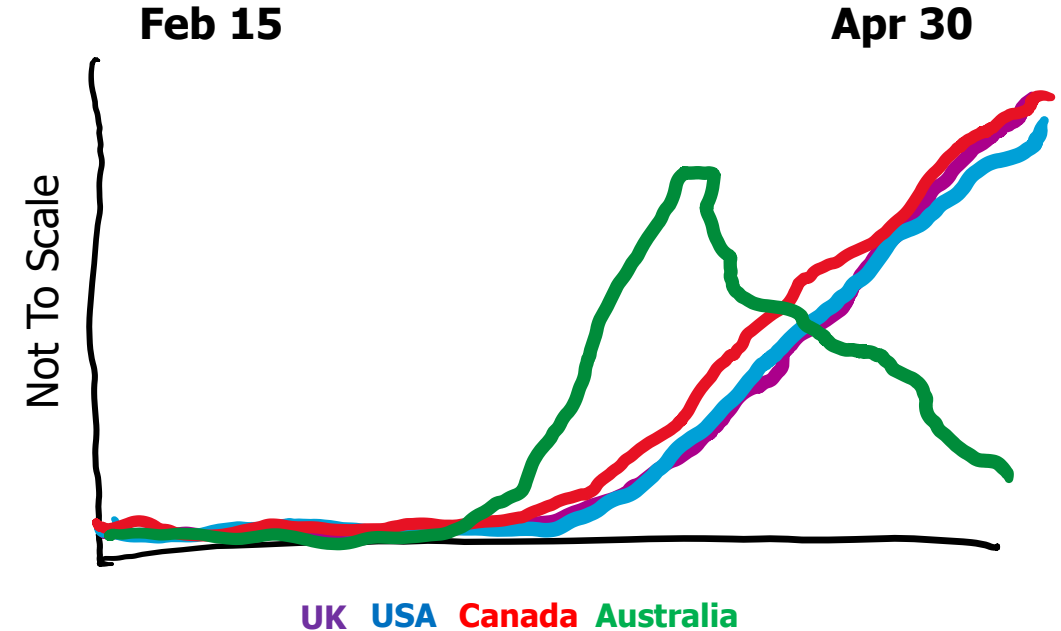
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The Lucky Country Once Again?

Annual GDP Growth



Active COVID-19 Cases



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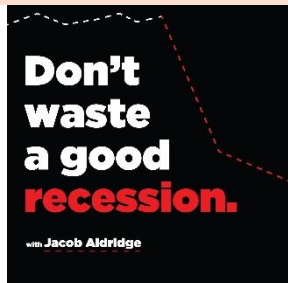
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From 'Respond' to 'Plan'

(priorities w/c 03.05.2020)

Are you Ready to Shift Phases Yet?

1. War Cabinet Reviewed: *Hot Shots! Part Deux*

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The Economic Cycle



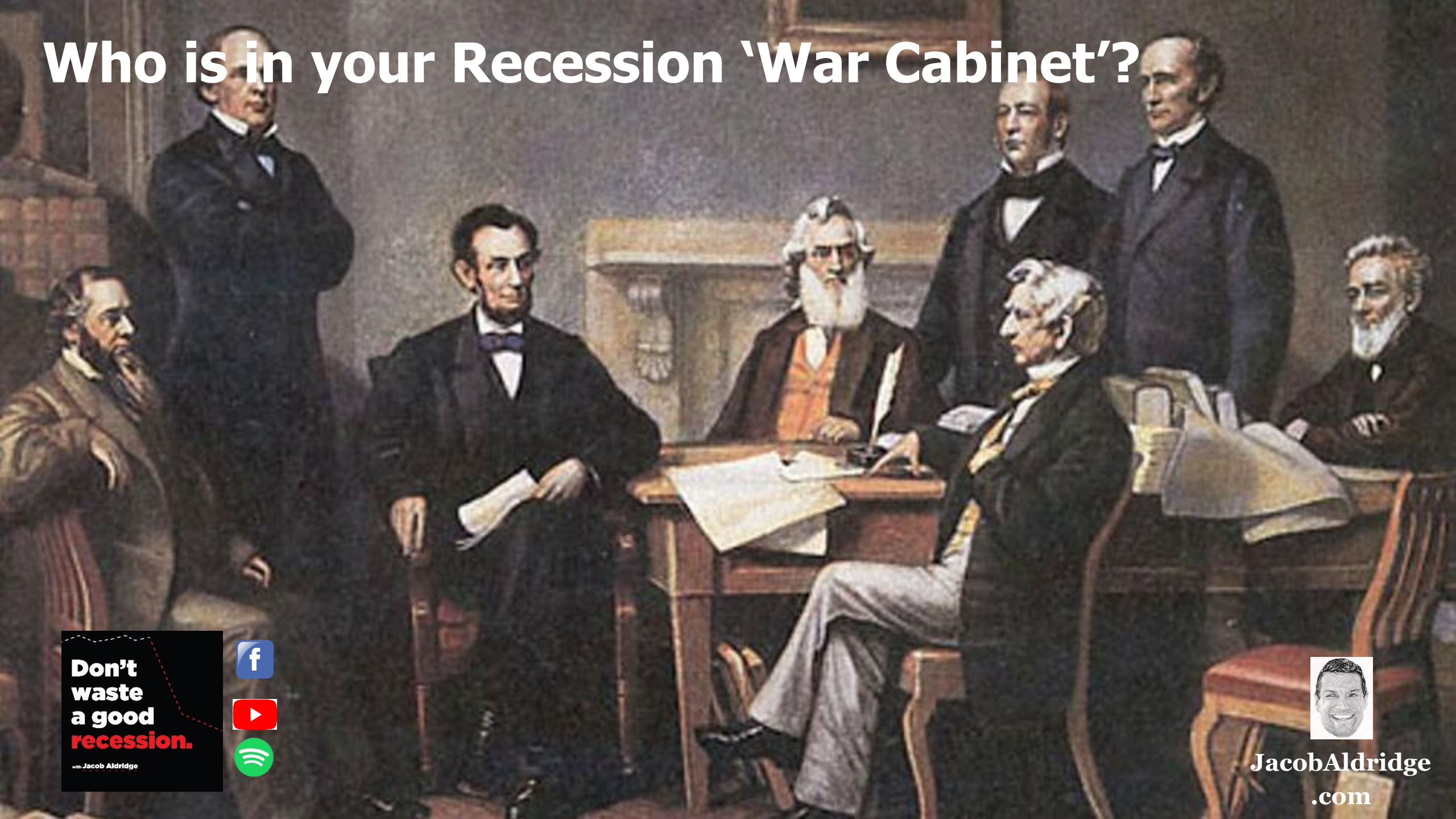
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Who is in your Recession 'War Cabinet'?



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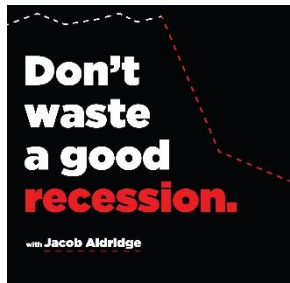


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Who is in your Recession 'War Cabinet'?

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!

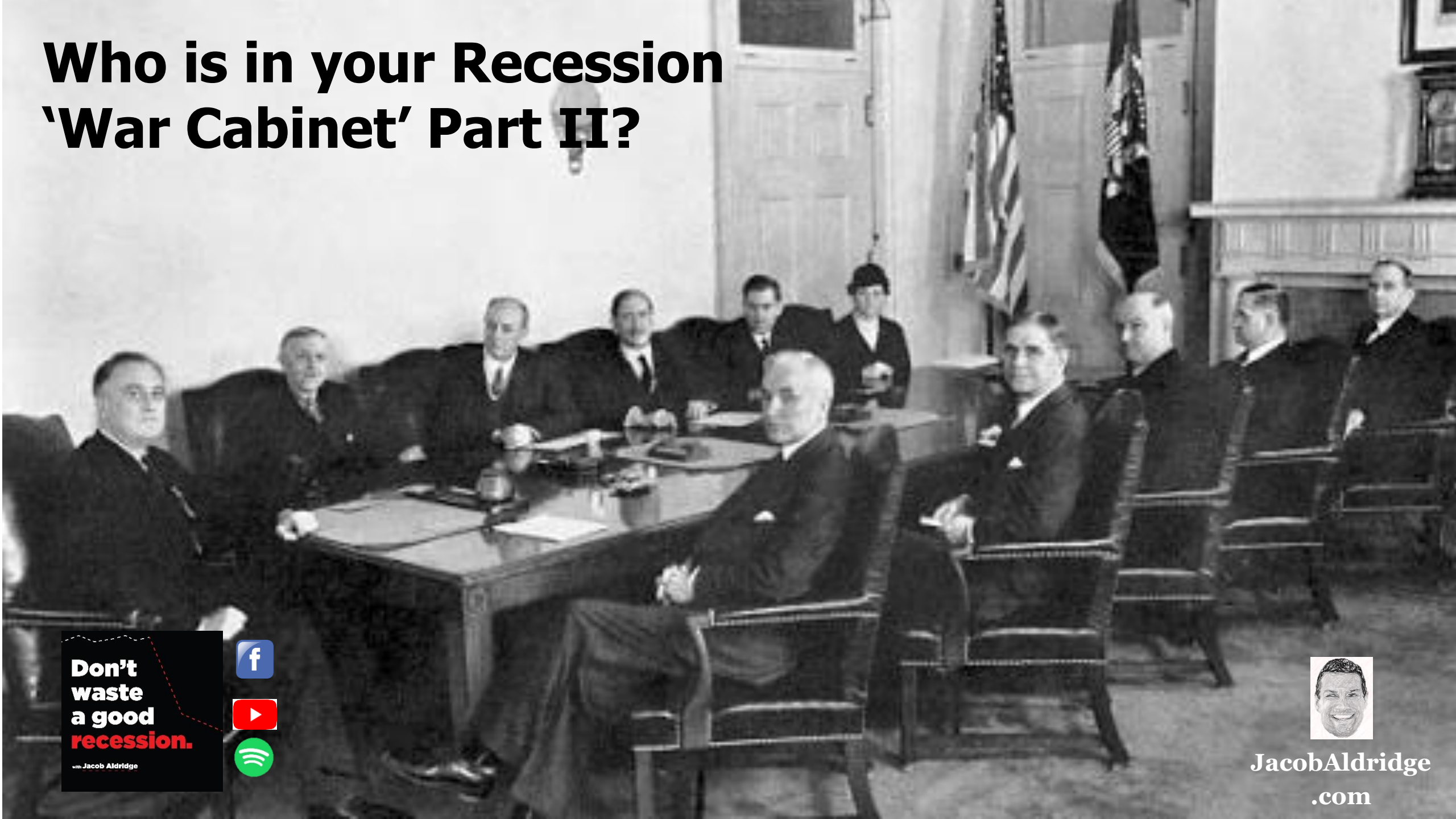


Are they all on Speed Dial?!
Do they know each other?!



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Who is in your Recession 'War Cabinet' Part II?



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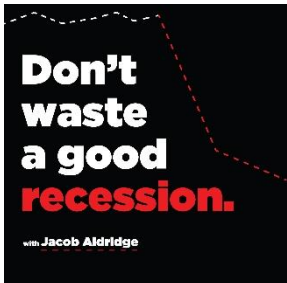


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Changes to the 'Response' Team

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!

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Don't Waste a Good Recession folks!
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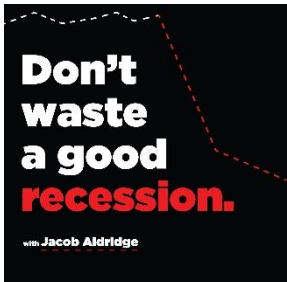


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Where are you Investing your Time?

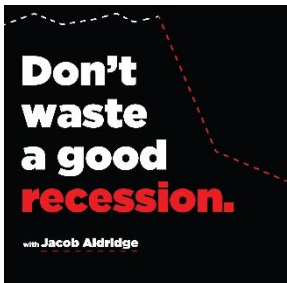
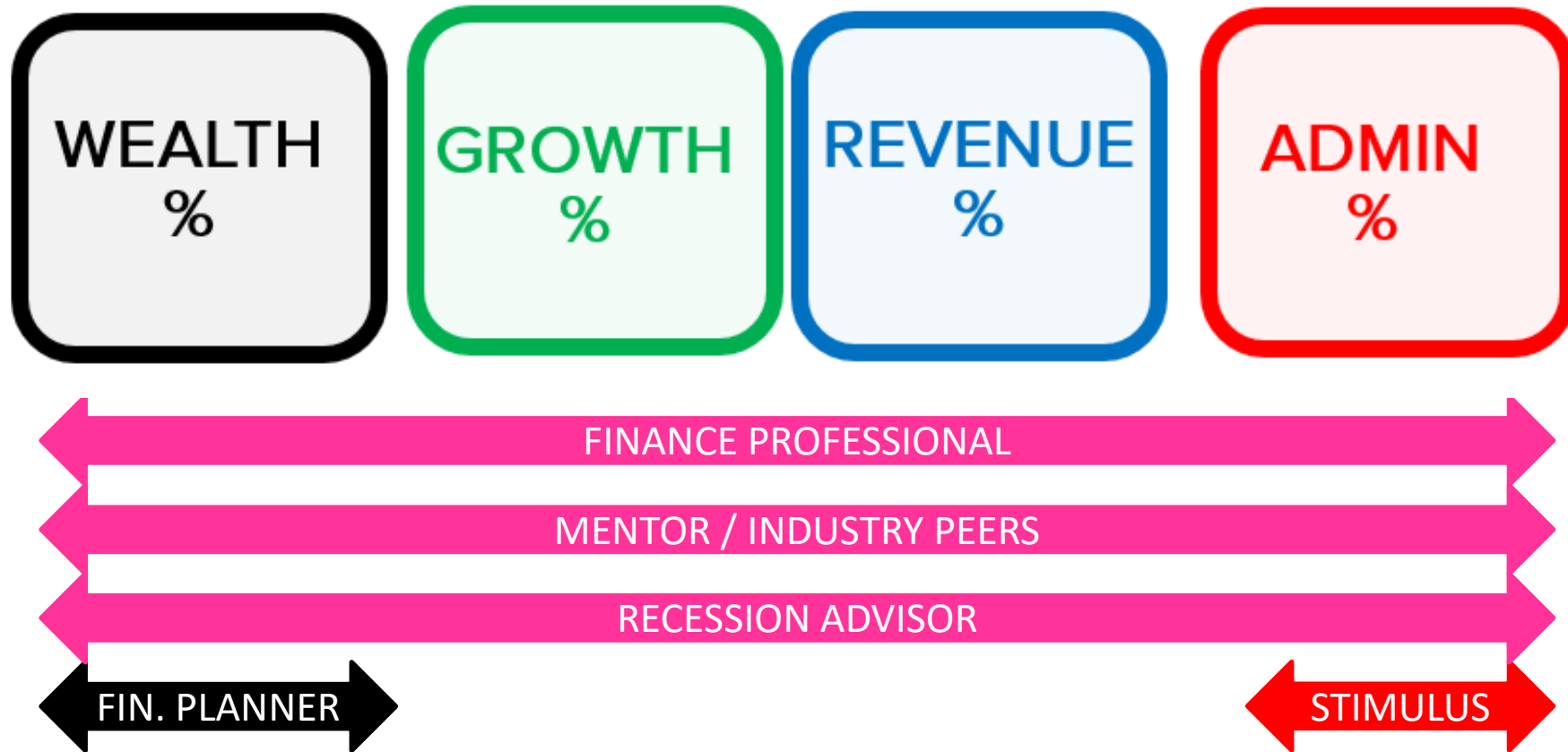


And where do you need to be investing your time?



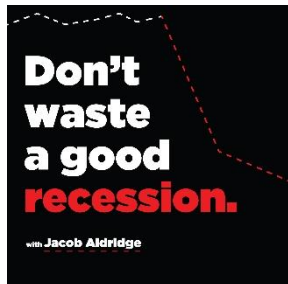
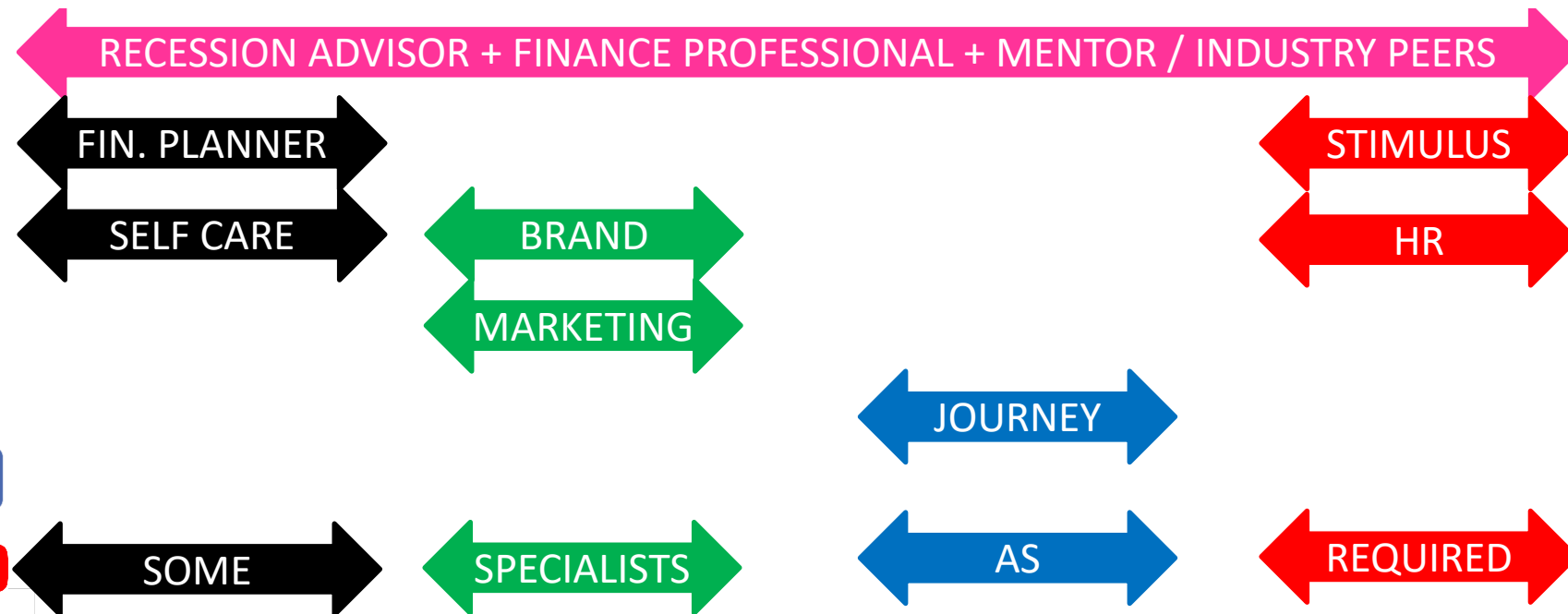
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Original 'War Cabinet'



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'War Cabinet' Hot Shots *Part Deux*



How Can I Help?

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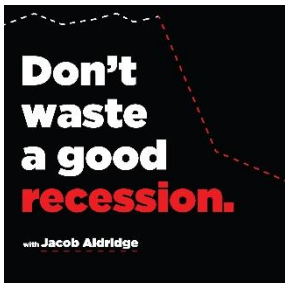
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**LIVE
EVENT**

**STRATEGY
WORKSHOP**

**BUSINESS
REVIEW**



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**LIVE
EVENT**

"Don't Waste a Good Recession" is the positive and practical seminar helping your clients and team to maintain focus and energy.

Building on the highly successful 'Thrive' series I delivered to hundreds of business owners around the world during the GFC/Great Recession.

For your Team

For your Clients

30 or 45 minute webinar

\$750+gst

FREE

90 minute in-person event
(when allowed)

\$1,250+gst

FREE

**10
ONLY**

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STRATEGY WORKSHOP

"GLOOM>>TUNE>>BOOM – Are you Recession Ready?"

Bespoke Strategy Days providing specific, practical steps for business owners and department leaders from 2 – 500 employees.

Review your success in the Respond Phase of the Pandemic, then Map the Planning Phase to seize marketshare, brand awareness, recruits, revenue and profit. What is the future business you are building today?

Half Day Workshop

Full Day Workshop

Company Leadership Retreat

\$2,000+gst

\$4,000+gst

\$7,000+gst

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All Strategic Workshops include discussions before and after the event, designing your specific agenda and ensuring decisions are executed.



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BUSINESS REVIEW

What will Emerge from this Emergency? For those business owners serious about using the downturn to revitalize business and commit to a new or reaffirmed vision.

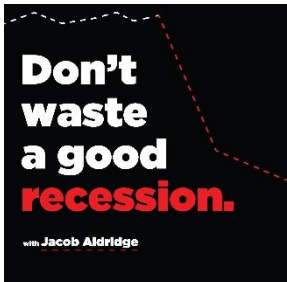
Don't waste the opportunity that exists. Focus your thinking and make clear decisions with the support of your leaders.

At the conclusion of our Business Review, you and your team will be aligned to a clear growth plan which details what to prioritise, in what order, and importantly also notes which ideas are not being pursued (or at least, not yet).

You will also have some additional tools and frameworks to help move in that direction.

- Confidential 'fact find' interviews with up to 10 members of your team
- Snapshot analysis of your existing business plans, financials, marketing, sales and more
- Recommendation Report and Strategic Roadmap
- A bespoke half-day Strategy Session of energy and space, confirming your vision, your roadmap, and your team's immediate priorities
- Optional 1-hour 'all of business' strategy session to explain the agreed priorities

From \$6,000+gst



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**LIVE
EVENT**

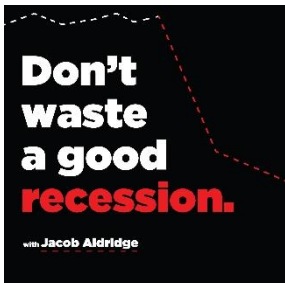
FREE - \$1,250

**STRATEGY
WORKSHOP**

\$2,000 - \$7,000

**BUSINESS
REVIEW**

From \$6,000



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jacob@jacobaldridge.com
with the relevant product in the subject line.



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