

Webinar: Business Continuity and Crisis Recovery

The COVID-19 pandemic is creating an incredibly challenging time for our downtown business community. Business owners are under tremendous strain. We understand that cash, clarity and continuity are all top of mind.

As part of our ongoing support during the pandemic, the Downtown Winnipeg BIZ offered a **free webinar on Business Continuity and Crisis Recovery** on March 30, 2020. The webinar is available to watch here: <https://downtownwinnipegbiz.com/free-webinar-business-continuity-and-crisis-recovery/>

What you can do right now:

Be informed.

- Keep up-to-date with announcements and supports for businesses from the Government of Canada, Province of Manitoba and the City of Winnipeg.
 - Government resources:
 - [City of Winnipeg](#)
 - [Province of Manitoba](#)
 - [Government of Canada](#)
 - Resource summaries:
 - [Canadian Business Resilience Network](#)
 - [Downtown Winnipeg BIZ](#)
 - [Economic Development Winnipeg](#)
 - [Winnipeg Chamber of Commerce](#)
- Be direct and ask for help/information where you can.
- Talk with other business owners and share ideas.

Manage finances and explore your options.

- Don't lose sight of financial plans that you had before the pandemic.
- Communicate with your bank, landlord, suppliers, etc. as needed for options regarding payments.
- Don't defer all of your payments as you don't want them all to culminate at the same time in the future.
- Understand the subsidies available to businesses and take advantage of every program dollar you can.

Take care of your people.

- Communication with your employees is critical at this time. Regardless if your team is able to work or if you've had to close, your employees will want to know what's happening with your business. It's important to stay connected and share any information.
- Think of creative ways that you can redeploy your employees if necessary.
- Communicate with your customers. Let them know what's happening with your business, how they can support you and how you're keeping them safe.
- Stay connected with suppliers to maintain good relationships in your supply chain.
- Stay connected to your high performers on your succession plan.

Innovation is key.

- Think about how you can tweak your business plan and model to capitalize on today's needs.
- Look for ways that you can improve long term operations.
- Maximize on the things you do great and be true to who you are.
- Ask your employees and other business owners for their ideas.

Be ready for the bounce.

Recovery starts now – don't wait. There will be a new normal. The world will be different and you need to figure out how your business will work in the new normal.

Resiliency is defined as the ability to bounce back in times of disaster and or hardship. Your overall preparedness can help mitigate loss. Businesses that are prepared for recovery will have a much higher chance of early success when things start to normalize.

Create a business continuity plan. Here's a great resource for a business continuity plan from BDC: <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/pages/business-continuity-guide-templates-entrepreneurs.aspx>

The Downtown Winnipeg BIZ is here to support you. Please don't hesitate to reach out to 204-958-4640 or info@downtownwinnipegbiz.com.

Thank you again to our webinar panelists: Jason Shaw, Josée Lemoine and Sachit Mehra.