

## What-If Strategic Thinking Exercise

What if...	What that might look like	How this will impact my business	What can I do about it?
<p>What if the pandemic comes back in waves, and many businesses are occasionally in a lockdown situation where everyone is under "stay at home" orders?</p>	<p>Many people would still be temporarily or permanently unemployed. Some of them might be getting stimulus money or unemployment checks. Many people who can, will be working from home, while others will be required to go to their workplace. Corporations will adjust their goals and budgets, but will still have needs that your business could fill.</p>	<p>Will they have enough money to purchase my products and services?</p> <p>Will they have excess money that they previously spent on in-person purchases that they will now use to purchase from me?</p> <p>Is there a service I previously offered in-person, that can now be offered online?</p> <p>Is there a new service I never offered before that would now be a perfect fit?</p> <p>Should I expand my market more nationally or globally, now that I don't have to focus solely on in-person services?</p>	<p>Talk to my clients to discover what they're current and new needs are.</p> <p>Look through my product and service offerings to see if they need to be changed.</p> <p>Consider what it would take to do more national marketing. Determine if the revenue it would generate would offset the expense of changing marketing tactics, and when would that break-even occur.</p> <p>Look at new offerings I've wanted to create and map out a plan for bringing them to launch.</p>