

a recession survival kit score card

	Recession Survival Kit Score Card	bus. plan.	bus. ops.	finance	marketing	resources	relationships	1/3	2/3	3/3	Priority	Consider/Action/Impact			Notes
								In hand	Not applicable	Interesting	10 to 0	0 to 3m	3 to 6m	Over 6m	
1	Have simple plan(s)	●													
2	Monitor achievements		●	●											
3A	Diversify	●			●										
3B	Consolidate	●													
4A	Use connections				●										
4B	Check connections		●		●										
5	Don't buy what you don't need		●	●											
6	"Cash is King"			●											
7	Keep connected to advisors						●								
8	Retain experts, experience, non-exec		●												
9A	Identify fixed and unfixed costs		●	●											
9B	Assess resource costs as expenditure			●		●									
9C	Set up a 'good ideas' scheme		●												
10A	Find more work - by people				●	●									
10B	Find more work - marketing plan				●										
11A	Keep staff occupied					●	●								
11B	Review staff occupation		●			●									
12A	Consider outsourcing	●			●										
12B	Skills audit				●	●									
13A	Take giant radical steps	●													
13B	... but not too far				●										
14	Keep in touch with reality	●	●												
15A	Make decisions		●				●								
15B	Consider next generations	●					●								
16	Allow for distractions from indirect events		●												
17	Identify possible positive side-effects	●	●	●											
18	Do not forget health and welfare		●			●									
19	Check personnel policies					●	●								
20A	Predict crisis points	●	●			●									
20B	Timing and duration	●													
21															
22															
23															
24															