

# Checklist: Reopening Your Business After COVID-19 Lockdown

As businesses begin to open up, employers will need detailed plans to keep workers and customers safe. Not sure where to start? We've got you covered. Use our checklist and thought starters to begin planning your coronavirus-comeback. You've got this.

Business Strategy	People Priorities	A Safe Approach
<ul style="list-style-type: none"> <li><input type="checkbox"/> Define core <b>product &amp; service mix</b></li> <li><input type="checkbox"/> Plan <b>customer reacquisition</b></li> <li><input type="checkbox"/> Project <b>revenue</b> (short/long-term)</li> <li><input type="checkbox"/> Minimize <b>expenses</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Decide <b>who to bring back</b></li> <li><input type="checkbox"/> Examine <b>onsite/remote</b> work pros/cons</li> <li><input type="checkbox"/> Plan <b>return to work conversations</b></li> <li><input type="checkbox"/> Schedule a <b>re-onboarding meeting</b></li> <li><input type="checkbox"/> Create a plan to <b>engage onsite and remote work staff</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Pre-clean</b> your facility</li> <li><input type="checkbox"/> Gather <b>PPE</b> and safety supplies</li> <li><input type="checkbox"/> Re-work <b>floor plans/ traffic flow</b></li> <li><input type="checkbox"/> <b>Protect employees &amp; customers</b> with new policies &amp; communication channels</li> </ul>
<p><b>Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>● <i>What mix of products should I sell?</i></li> <li>● <i>Do I need to offer something new?</i></li> <li>● <i>What are my top/fastest sellers?</i></li> <li>● <i>What has the highest margin?</i></li> <li>● <i>What vendors do I need to work with to ensure supply?</i></li> <li>● <i>How can I differentiate my offering?</i></li> </ul> <p><b>Customer Acquisition:</b></p> <ul style="list-style-type: none"> <li>● <i>How can I acquire NEW customers?</i></li> <li>● <i>How do I reengage existing ones?</i></li> <li>● <i>How can I leverage digital channels?</i></li> <li>● <i>How can I perfect my brand?</i></li> <li>● <i>How do I improve foot traffic?</i></li> <li>● <i>What partnerships can I develop to expand my customer base?</i></li> <li>● <i>How can I be a good partner?</i></li> </ul> <p><b>Revenue &amp; Expenses:</b></p> <ul style="list-style-type: none"> <li>● <i>What are my 30, 60, and 90 day sales projections?</i></li> <li>● <i>What's the minimum # of staff I need to operate?</i></li> <li>● <i>How much payroll is required to fund employees returning to work?</i></li> <li>● <i>What will my PPP dollars fund?</i></li> <li>● <i>What are my minimum levels of fixed and variable expense?</i></li> <li>● <i>How can reduce, defer and extend terms on larger expenses?</i></li> </ul>	<p><b>People Needs:</b></p> <ul style="list-style-type: none"> <li>● <i>What are my top people priorities/needs?</i></li> <li>● <i>Do I need to bring everyone back?</i></li> <li>● <i>Can I operate on reduced staff?</i></li> <li>● <i>How can I leverage high unemployment to build the best team?</i></li> <li>● <i>Should I take a phased approach to bringing staff back?</i></li> <li>● <i>Are there any high-risk staff whose job may increase their risk of infection?</i></li> <li>● <i>How do I build high-performing culture?</i></li> </ul> <p><b>Onsite vs. Remote Work:</b></p> <ul style="list-style-type: none"> <li>● <i>Do I have staff that can work remotely?</i></li> <li>● <i>Do I have staff that need to work onsite?</i></li> <li>● <i>Why should I bring back people onsite?</i></li> <li>● <i>Why continue remote work?</i></li> <li>● <i>How will I manage a mixed (remote and onsite) workforce?</i></li> </ul> <p><b>Returning to Work:</b></p> <ul style="list-style-type: none"> <li>● <i>How will I address employee concerns?</i></li> <li>● <i>What can I do to instill confidence?</i></li> <li>● <i>How will I discuss compensation regarding lucrative UI benefits?</i></li> <li>● <i>How can I remind staff of the long-term benefits of employment?</i></li> <li>● <i>What's my plan for getting employees excited to come back to work?</i></li> <li>● <i>How can I remind them of our mission, vision and purpose?</i></li> <li>● <i>How can I communicate new expectations for today's new normal?</i></li> </ul>	<p><b>Pre-Opening Cleaning:</b></p> <ul style="list-style-type: none"> <li>● <i>Have I cleaned/disinfected my workplace?</i></li> <li>● <i>What equipment is commonly shared among employees?</i></li> <li>● <i>Have I procured or installed necessary PPE for my employees/customers?</i></li> <li>● <i>Where would be the best places to put hand sanitizer stations?</i></li> <li>● <i>What's my ongoing cleaning and disinfecting plan once I reopen?</i></li> </ul> <p><b>Space &amp; Design:</b></p> <ul style="list-style-type: none"> <li>● <i>What are the essential space needs for my business?</i></li> <li>● <i>What areas are underutilized?</i></li> <li>● <i>How can I adjust my floor plan for social distancing guidelines?</i></li> <li>● <i>How do I deploy break rooms and other meeting spaces?</i></li> </ul> <p><b>Policies &amp; Communication:</b></p> <ul style="list-style-type: none"> <li>● <i>What signage do I need to create for my employees?</i></li> <li>● <i>What signage do I need to create for my customers?</i></li> <li>● <i>What new training do I need to provide my team?</i></li> <li>● <i>How do I make policies accessible to all employees?</i></li> <li>● <i>What are the consequences for employees who break conduct?</i></li> </ul>