

# Key questions for your clients right now

## Current operations

### Process

- Do you feel that you have the right level of relevant, accurate and timely information to help with management decision making in the moment?
- What would you change about your current systems if you could?
- How are you 'driving down' your current business priorities into the day-to-day operations of teams and individuals? How are you ensuring they are aligned with the critical tactical plan?
- How are you maintaining active lines of communication throughout the organisation?

### Clients and prospects

- What are you doing to 'wrap your arms' around all of your key customers (and suppliers) to ensure that they feel valued and supported?
- How are you continuing to communicate your value and qualities to the market?
- What are your main competitors doing right now?
- What aren't they doing?

### Staff

- How are you maintaining a close connection with your teams (especially if remote) including furloughed staff?
- How are you ensuring that your teams have access to the 'know-how' and skills to cope and perform right now?
- Do you know how your people are feeling right now? How have they found the transition to working from home? How would they rate their personal well-being?
- Have you asked your people for any feedback on how the business is managing the situation?

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### Looking forward

- What are the possible scenarios that you see for the business, and the markets in which you work, post Covid-19?
- What will your key customers businesses and sectors look like?
- Given the nature of the short term changes in their needs - how will these be impacted in the medium and longer term?
- What impact would each of the scenarios, and changing customer needs, have on your business model?
- How are you capturing the 'positives' and better working practices from the drastic changes in current operations?
- What will you choose to keep from the current enforced ways of working?
- How will you factor these in to your future plans and models?

### General

- What is the current situation teaching you about the business, your teams and yourself?
- What has surprised you in a positive way?
- What has been disappointing?