

ADAPTING IN THE MIDST OF CHANGE

3 Tips for Small Business Owners



Communication

Communication is always essential. In changing or challenging times, customers want to hear from people and businesses that matter to them. Provide updates about your business that impact your customers, for example, changes to your menu or shifts in store hours. Your customers will appreciate knowing whether they need to reset their expectations. You can also check in to see how your customers are doing. Your ongoing communication will help maintain relationships for your business. Remember, trust is built through relationships.

Community

Focus on your community—customers, partners, employees, investors, and other stakeholders—and think **ENGAGEMENT!** Utilize your communication channels, such as a newsletter, your website or your social media presence, to ask questions, get suggestions, share information, or show your fun side to brighten the day. As a small business owner, you have the ability to foster a community of relationships in a very personal, unique way. It is worth your time.



Delivery

Challenge yourself to think outside the “box.” How might you maintain revenue streams even if you cannot perform your service or provide your product as usual? Can you do something different to help your customers as well as your business get through this challenge? If your product or service is disrupted, can customers buy something now to utilize in the future? What other ways can you deliver value for your customers now? Changing your delivery can create opportunities to establish and build client loyalty.

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