

(re)LAUNCH Blueprint

MANAGE YOUR BUSINESS THROUGH CRISIS AND
EMERGE WITH A GAME PLAN TO THRIVE



1. ASSESS YOUR BUSINESS + ENVIRONMENT

The market has shifted at a record-breaking pace. Businesses that are standing out in this time understand two keys:

1. Trends taking shape that impact their company
2. New and (re)positioned value



2. UNDERSTAND YOUR CAPABILITIES

(re)Building revenue and establishing new revenue streams are driven from understanding what your core customers are looking for. Determine the abilities/capabilities needed in this new space and identify the shortest pathway to leverage those to serve your core customers.

3. PIVOT YOUR OFFERING

Adapt your offering to meet the unique and changing current market. This is the single most crucial principle that you must embrace. This could be a 2 degree adjustment or a complete about face.



4. PRICING STRATEGY

Determine the real and perceived value of your new offering. Consumers are making spending decisions differently, as they should be. As priorities shift so does the price that customers will pay and the value they place.

5. (RE)DEFINE YOUR MESSAGE WITH THE STORYBRAND FRAMEWORK

If you use the same message you use during normal times during a crisis, you will lose. Along with being empathetic and sensitive, the words you use must maintain relevance to your adaptive offering and take a completely new approach. Leverage the proven StoryBrand framework to redefine who you are, and how you communicate.



6. (RE)LAUNCH SALES ACTIVITIES

Your sales and marketing battle plan is the delivery tool to your new relaunch plan. Have you updated your sales strategy and accompanying tactics to complement your new value proposition? Without it, no one will know about you, your new offering and how it can be the solution to your customer's problems.

7. PEOPLE

People are the foundation of it all and instilling a Winning Culture is paramount. Whether you are a SAAS startup with an army of one or a biomedical device company with teammates spread across the country, bringing people in during times of duress and constant change is directed by the leader and cannot be outsourced.

