

## **5 Ways to Build a More Resilient Business**

When COVID-19 first impacted the U.S. in March 2020 and entire states locked down, businesses were left scrambling to determine how they could move forward. While this was a hard time for many businesses, it was also a time of innovation, creativity and resilience.

The pandemic showed business owners just how important it is to be able to evolve and adapt the way business is done.

As life now begins to get back to normal, it's important to remember just how valuable resilience is when it comes to successful entrepreneurship. While many companies may be entering a time of business as usual, building a more resilient business now means you'll be better prepared for any future challenges.

Keep reading for our top 5 tips to build a more resilient business.

### **Engage with Your Community**

When cities and states locked down last spring, it was the local communities that first rallied around small businesses. Residents ordered more take-out, raised money for businesses that completely shut down and did what they could to support their favorite local establishments.

The time to start building that community is long before your business is facing an unprecedented challenge. Becoming more engaged with your community as a regular part of your business - through volunteer work, event sponsorships, membership in your Chamber of Commerce or involvement in the local schools - can help ensure that when you need support, you have a strong community to rally around you!

### **Make Employees A Priority**

Health and safety of customers and employees was a top priority for most business owners over the last year. New policies had to be adopted, new safety measures needed to be put in place and more of the budget than ever before went to things like PPE, plexiglass dividers and air filtration systems to keep staff healthier.

Now that some of those safety restrictions may be going away, it's important that a focus on the health and safety of your employees does not. By continuing to make employee's a top priority in your company culture and maintaining clear health and safety policies, you'll be better prepared for future health challenges. And putting employees first will also build a more engaged and loyal staff, which can help you now and in the future.

## Get Innovative

If there's one thing that COVID-19 taught business owners, it's that innovation is key to success. When businesses were shut down in March 2020, owners needed to find new ways to keep their doors open and revenue coming in. From new ways of ordering and picking up takeout to moving entire businesses online, the businesses that saw the most success during the pandemic were the ones that were able to adapt.

As we return to a more normal life, it's important to make sure that innovation doesn't stop. Don't be afraid to try new ways of doing things or offer new styles of services. By practicing innovation now, you'll build a stronger, more resilient business for years to come.

## Never Stop Learning

As a small business owner, you can't know it all. But you can learn from people that have skills you don't. When businesses needed to evolve and adapt their processes last spring, it required many new skills that needed to be acquired fast. By putting a focus on learning as a regular part of your professional development - and that of your employees - you'll be better prepared for any changes your business might face in the future.

Read business blogs, take workshops and webinars and find online training in areas you want to improve. SCORE offers dozens of [online workshops](#) every month on a wide variety of topics, from marketing and finance to employee development.

## Get a Mentor, Even Online

Another way to build a more resilient business? Get a mentor! Mentorship allows you to learn from a veteran business owner who has been in your shoes before, and gives you a safe place to bounce around new ideas, talk through plans and determine your next moves.

With SCORE, remote mentoring sessions are available via phone, email and video - so you can always have access to this valuable business help. [Find a mentor](#) to see how they can help you.



**Want to learn more about small business resilience? Be sure to follow along on the [SCORE blog](#) for small business resources like these.**