**Brief review of 2020 and your aspirations for 2021**

|  |
| --- |
|  |

**Identify the one thing you want to achieve in 2021**

|  |
| --- |
|  |

**What are the key challenges, opportunities and risks you face?**

**Short Term Survival (January to April)**

|  |
| --- |
|  |

**Relaunch and build (May to August)**

|  |
| --- |
|  |

**Consolidation (September onwards)**

|  |
| --- |
|  |

**What actions should you take**

*For each section consider the specific challenges you have identified and list the actions you need to overcome them. These could be industry specific, operational, logistics, financial, resource management, marketing, sales or anything else you believe is important for your business. By identifying them, giving them ownership and a completion by date, you have a checklist which you can go through to monitor how well you are doing in getting and keeping your business ready to bounce back.*

**Short Term Survival (January to April)**

|  |  |  |
| --- | --- | --- |
| What is the action? | Who | When |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Relaunch and Build (May to August)**

|  |  |  |
| --- | --- | --- |
| What is the action? | Who | When |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Consolidation (September onwards)**

|  |  |  |
| --- | --- | --- |
| What is the action? | Who | When |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |