

ADVICE FROM A LOCAL EXPERT

Calling business owners - How will you overcome the challenge of “Getting back into business”



Go2Ex are a group of professional industry executives who have either recently retired or decided to opt out of the 'big company' office environment. They have teamed up to provide a business mentoring service to independent businesses and community ventures based in and around Bishop's Stortford.

▪ Your NEEDS:

After many weeks of closure, restarting your business may be complicated and stressful. Shouldering the burden of how to successfully re-engage with customers and suppliers as well as re-employing staff in continuing uncertain times, is a nerve-racking prospect, bringing many issues and emotions into play. Even in normal times being an entrepreneur or business owner can bring worry and even loneliness. So it might help to talk it over with someone who understands many of your problems or just provides a sound check on what you see as both future obstacles or opportunities. But who can you turn to for such friendly and impartial advice, and what should you focus on or ensure you have not overlooked?

▪ Your CHALLENGES:

Some of the typical issues that you may be struggling with 'post lockdown' across key areas of your business are likely to be:

- Initial cashflow management and cost minimization during restart
- Business viability assessment (incl. impact of COVID on your marketplace e.g. customers, competitors and your product/service offering and delivery)
- Supply/vendor and landlord relationships and risk management
- Employees – Analysing your changing business and operational needs and the skills and resources required for future activities
- Revitalizing marketing and communication plans to entice back customers and reach new ones
- Digital Transformation - Understanding how and what technology might improve your future business performance
- Compiling new business plans to access future finance or investment

The BID has collated this expert advice from a local company to help businesses.
For more information on other subjects which you may find useful see www.bishopsstortfordbid.co.uk/expertadvice

▪ **Your MENTORS**

Family and friends are critical but may not be enough. We are a small group of professional executives who have either recently retired after successful careers or decided to opt out of the 'big company' environment. Our aim is to provide a business mentoring service tailored to independent businesses and community ventures based in and around Bishop's Stortford.

We have a team with wide and varied practical experience of achieving business viability and development in periods of both normal and crisis conditions. This experience spans a range of key business elements such as finance and business planning; team building/human resources; sales development; operational and digital transformation.

We offer impartial mentoring and consultancy services to the local community with initial sessions free of any charge.

The key difference between our small independent group and other organizations is that we do not draw salaries and are driven by an ethos and commitment to donate a proportion of earned revenue to worthy local causes.

▪ **Your ACTION:**

If any of the above or related topics are of interest and you would like a listening ear, with the offer of practical and independent advice about restarting your business, and which may include adapting to changes in the way you operate, then please get in touch for an exploratory chat.

Our website – www.go2ex.co.uk - is updated regularly with COVID business related information, and you can call us on 01279-501271.

To see how we can help please contact:

Go2Ex
01279 501271

www.go2ex.co.uk