

BUSINESS IN CRISIS: **WEEK ONE**

QUICK REFERENCE **SUMMARY**

SHORT-TERM SURVIVAL AND MITIGATION OF VALUE LOSS

- Understand Immediate Cash Requirements
- Reach Out to Key Constituent(s) if Cash Crisis is Immediate
- Understand Constraints on Revenue Production
- Develop Stand Still Plan and Buy Time with Constituents

DEVELOP A BROAD UNDERSTANDING OF THE VARIOUS STAKEHOLDERS' INTEREST, DEMANDS AND ACTIONS

- Understand Current Relationships with:
 - > Bank/Creditors
 - > Key Customers
 - > Key Suppliers
- Identify Key Personnel
- Understand the Interests of Various Stakeholders (*Ownership/Management/Workforce*)

IMPLEMENT PROCESSES TO CONTROL AND MANAGE CRITICAL ACTIVITIES

- Cash Management Processes
- Cash Flow Forecasting
- Supplier (*vendor*) Management and Procurement Control Process
- Preparation for Bankruptcy (*if necessary*)
- Management and Decision Making Process
- Communication Process

NOTE: This is a high level outline. For further information and details, please contact David Moore
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*Authored by David Moore, CTP, Director at HYDRA Professionals, LLC.
Contact David at (586) 946-3305 or by e-mail at dmoore@hydrapros.com.*