



Gunderson
Briggs

Regrowth Kit.

PRE-PANDEMIC.

POST PANDEMIC.

1. **A COMPETITIVE ADVANTAGE.** _____

I can easily identify the value my business brings to its customers

Keep the majority of your company's big-picture and day-to-day responsibilities in focus, whilst thinking and actioning new and creative ways to generate buzz.

2. **A STRATEGY THAT WORKS.** _____

I have a clear articulated strategy and everyone in my business understands their role in delivering the strategy

Goals and objectives should be a focal point of your strategy – do not hesitate in communicating new or different idea.

An idea is only good if you share it with others.

3. **EXPERTISE IN EXECUTION.** _____

We do what we say, and hold each other accountable – we are ready to have constructive conflict with each other

Flexibility – adapt quickly to changing market and execute on behalf of your consumers.

4. **A BRAND YOUR CONSUMERS LOVE.** _____

My brand identifies the key values of my business. Do people keep coming back? Why?

Be more consumer centric than ever. Listen to their challenges, identify their problems and how your business can solve them.

5. **ATTITUDE AND CULTURE THAT ADAPTS.** _____

Are my people with me? Will they work with the team for the benefit of the business?

Listen to staff concerns, be flexible with their needs, discuss changes in business plans, provide training and pull together as a unit to preserve and enhance company culture.

6. **SYSTEMS THAT MEASURE WHAT IT IS.** _____

I have systems that provide me with information on how well the business is executing its strategy, accurately and timely. We measure the right things right.

With e-commerce more important than ever, so is the ability to measure your company's online footprint through engagement & sales.

7. **ENOUGH CAPITAL.** _____

The business has sufficient capital to execute the strategy and achieve its objective

Make sure that short-term savings don't jeopardise your ability to capitalise long term. Survive by thriving.

Reassess changing consumer needs, identify new opportunities and open new revenue streams

USE THESE TABLE TO SEE HOW YOUR BUSINESS STACKS UP.

PRE-PANDEMIC.

	YES/NO	IF YES, EXPLAIN	IF NO, ACTION REQUIRED
1.			
2.			
3.			
4.			
5.			
6.			
7.			

POST PANDEMIC.

	YES/NO	IF YES, EXPLAIN	IF NO, ACTION REQUIRED
1.			
2.			
3.			
4.			
5.			
6.			
7.			

We specialise in providing **guidance** and **advice** to Australian-based Businesses and their Owners, doing so from a **large firm** background, working in a **smaller firm** environment.

We know about all the **ups** and **downs** a business can go through at the best of times, let alone the last **18 months**.

If you have any **questions** or think that Gundersen Briggs can **help you**, please do not hesitate to **get in touch**.

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10+
YEARS

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