

# STRATEGIES FOR BUSINESS SURVIVAL IN COVID-19 CRISIS

**As businesses battle through the COVID-19 crisis, it is vital that we follow the experts' recommendations with a view to coming out of the difficulty as soon as possible. RMB Managing Partner CRAIG OSBORNE explains:**

In business terms it is best to suffer a little more now to get an earlier economic recovery.

Your strategy for surviving COVID-19 as a business should cover the key areas of financial, customer, internal stakeholders, process improvement and innovation. It should also cover the key business components of sales, pipeline of production, billings and collections, scale, people, technology and leadership.

Perhaps above all your team members, customers and other stakeholders are looking to business leaders to give them clear direction as to how the business is going to run in new conditions, and to give comfort that we will get to the end of this together.

Importantly, remember there is no need to panic.

Panic itself is counterproductive. A minor example of that is the panic around toilet paper. There are homes around Australia that have hundreds of rolls of toilet paper and homes that have one or two.

Fairness and integrity in business behaviours is essential to maintaining some reasonable level of economic stability.

Other issues to consider:

1. We must be clear to our team members whether they are working from home, on paid leave, or on unpaid leave.
2. Workers Compensation applies if you are working from home.
3. When your staff are working from home make sure there is document security and virus protection so that your business is not affected by home computer problems.
4. Ensure your workers understand that all the usual rules about equal opportunity, discrimination and harassment apply, and importantly so does work performance. Set out guidelines of what is expected.
5. Make regular contact with the team members working from home and reassure them.
6. It is the employer's responsibility to ensure that team members working from home have the right equipment. Employees can be asked to use their own equipment in certain circumstances but should not be asked to pay further money to improve that equipment.
7. Casual workers have the usual rights. I implore employers to help casual workers, as they need income to live and to spend and to drive the economy.

RMB Lawyers is operating on a rotating basis from 11 physical workplaces, home and other locations. We are able to offer business as usual advice and services. RMB's Helpline is 1800 681 211.

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