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# **The COVID-19 Financial Crisis: A Survival Guide**



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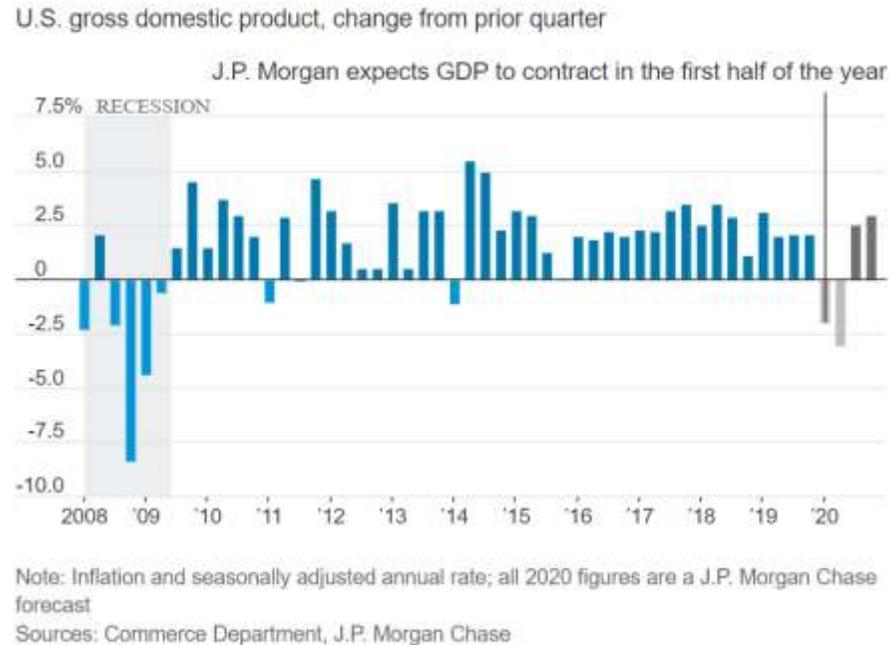
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# The COVID-19 Financial Crisis: How Deep? How Long?



***"A public health emergency is morphing into an economic emergency."***

*—David Shulman, UCLA Anderson School of Management.*



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# The Immediate Challenges



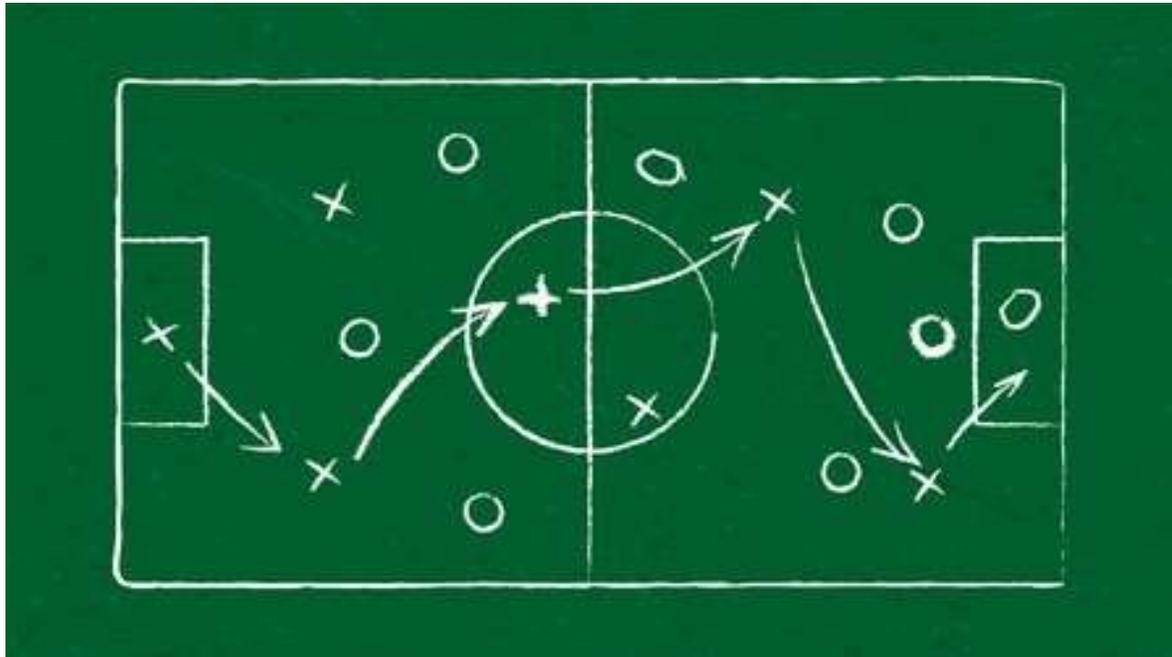
- In the rearview mirror
  - Business continuity and workplace impacts
  - Workforce reductions
  - Communications
- On the road ahead
  - **Liquidity !**



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# Protecting Your Business in a Time of Enormous Uncertainty

The playbook is the same....



Execution is  
harder



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# Corporate Governance: Yes, It Really Matters



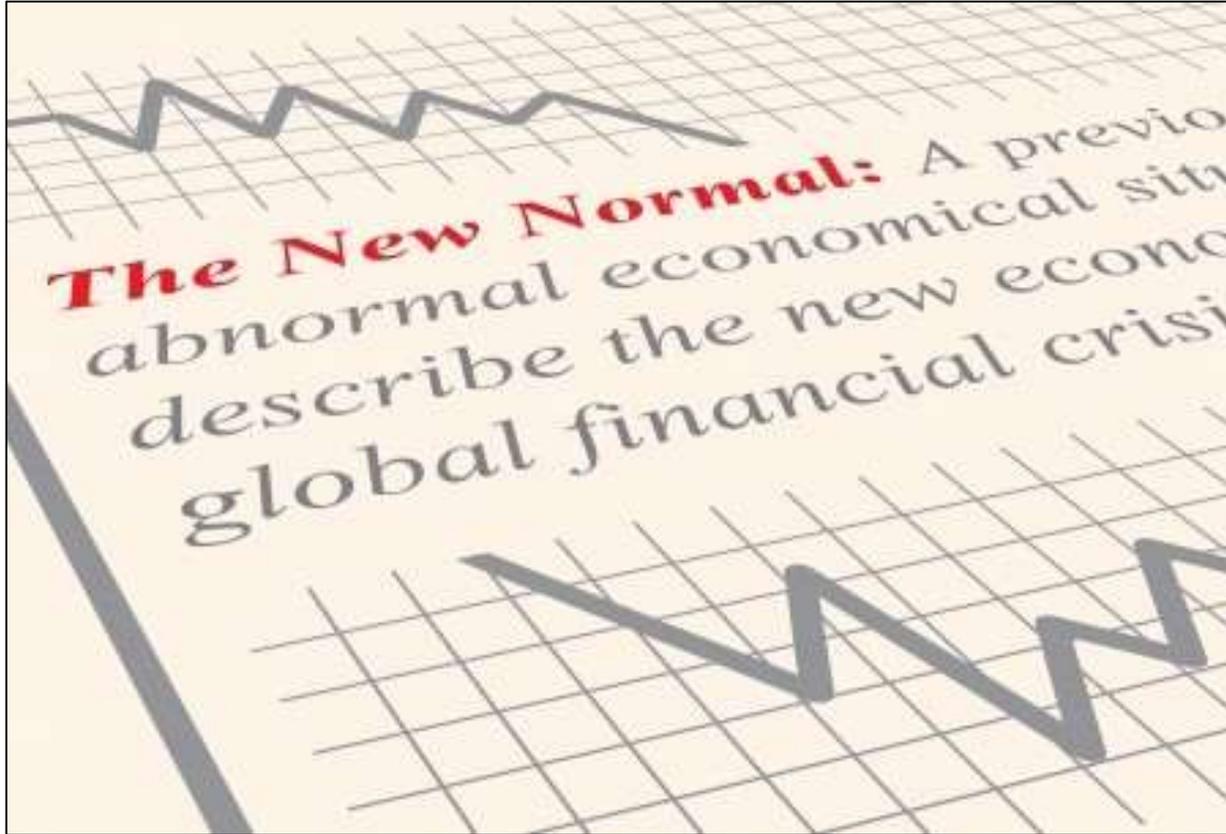
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# Crisis Communications



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# Evaluate New Trends & Develop Your Plan



- Assessing short-term and long-term trends
  - Challenges
  - Opportunities
  - Financing



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# What About Small Businesses?



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# The Legislative Landscape

- Help is coming
- And the rules are changing... fast



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# State & Local Landscape



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# National Legislation



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# What About the “B Word”?



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# Questions?



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