

# Covid Recovery Canvas

October 27, 2021

11:00 – 12:00 am



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Lead Consultant / Partner



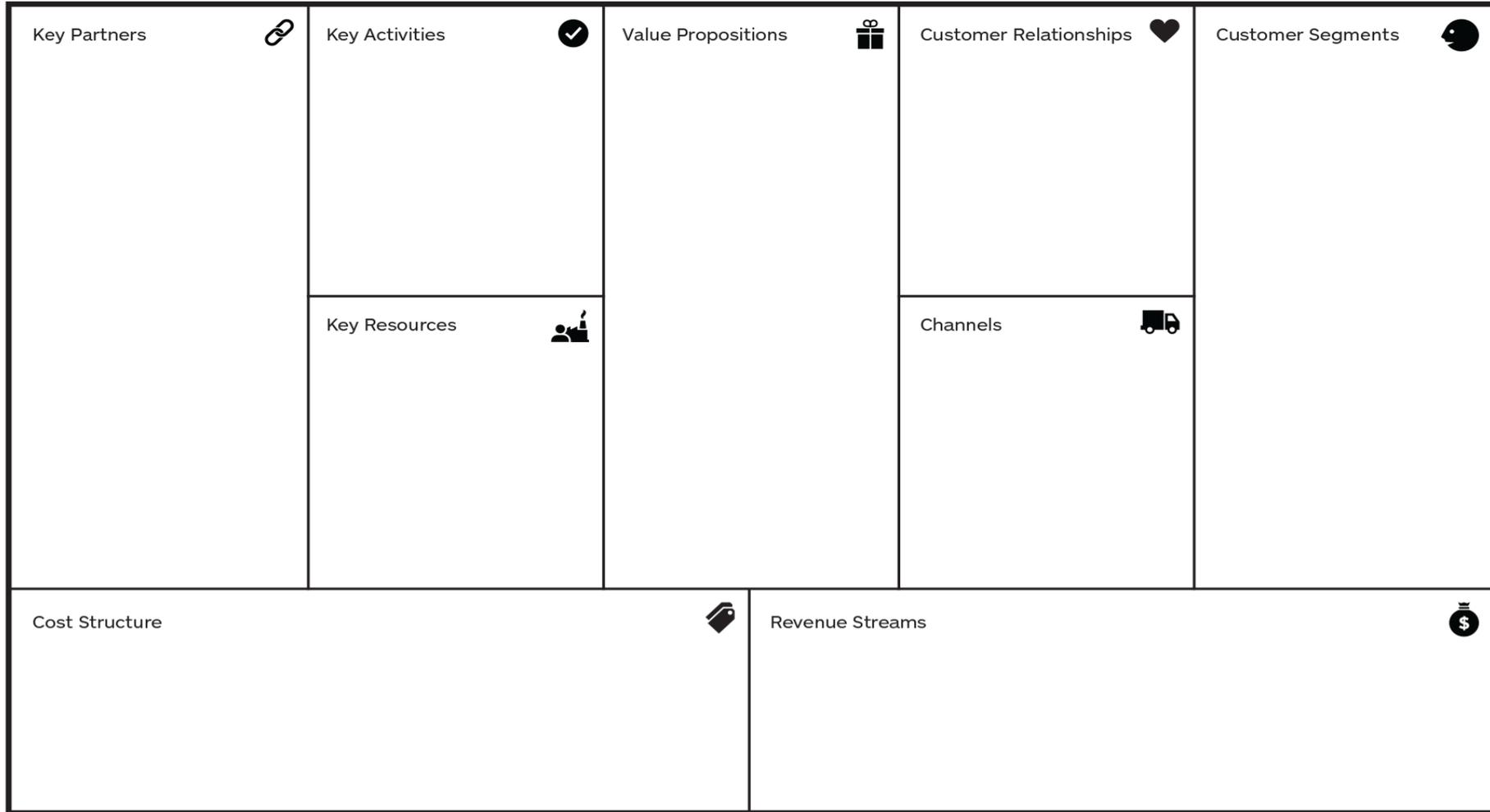
Township of  
**Leeds** and the  
**Thousand Islands**

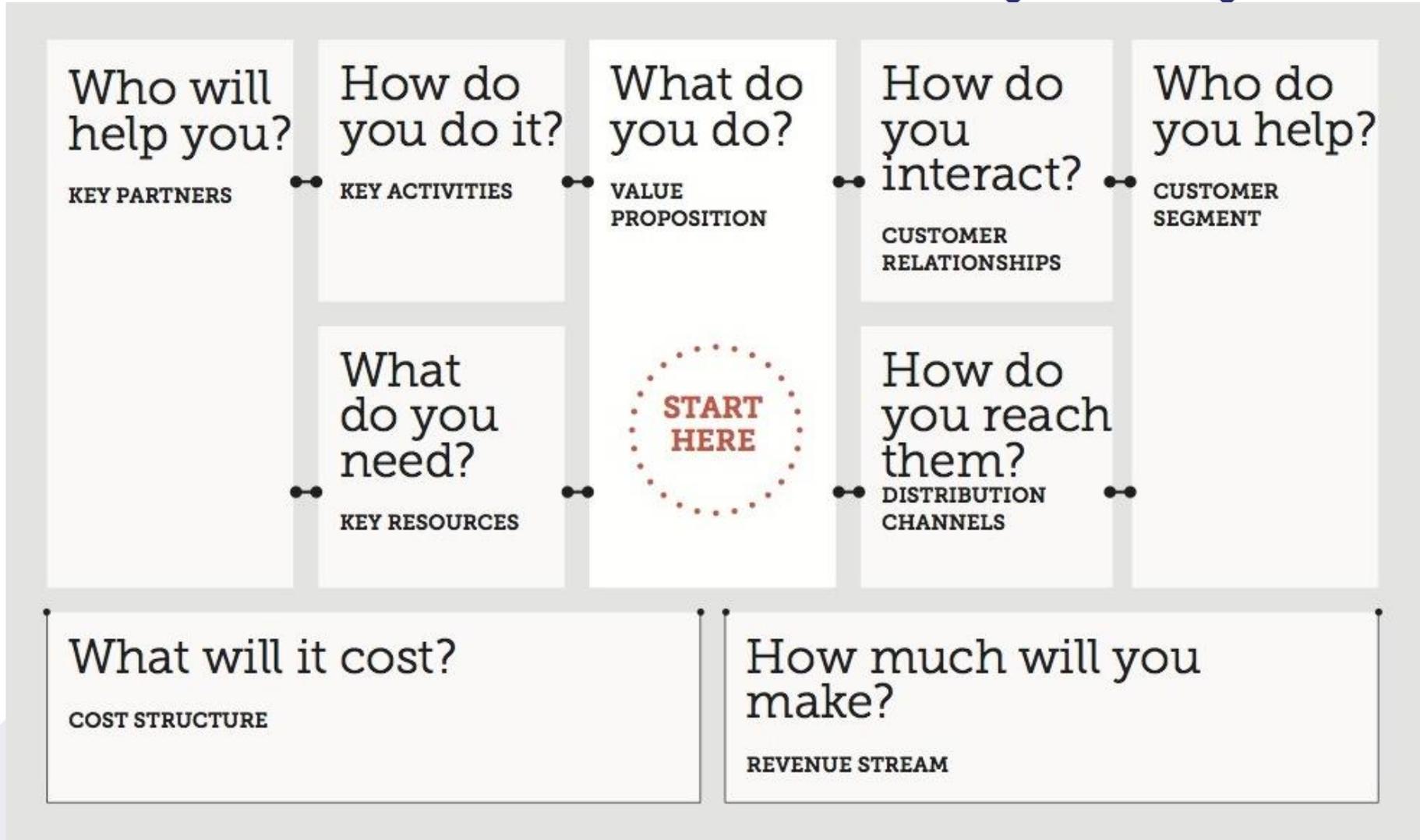


## Agenda

- ◆ Business Model Canvas and how it has been updated for Covid 19 Response
- ◆ Using the Covid 19 Business Response Canvas in your business
- ◆ Identifying Your Covid Opportunity









## Recurring concepts

- ◆ Unique Value Proposition
- ◆ Customer or buyer Personas
- ◆ Emotional Triggers
- ◆ And more...





# Value Proposition

- ◆ What do you do?
- ◆ What is the problem you are solving?
- ◆ Why would someone want this problem solved?
- ◆ What is the underlying motivator for this problem? We also call this what triggers the purchase
- ◆ Karen's light bulb moment!





## COVID-19 Business Response Canvas

Problem	Solution	Value Proposition During COVID-19	Unfair Advantage	Value Proposition Beyond COVID-19
<i>List your top 1-3 problems</i>	<i>Outline a possible solution for each problem</i>	<i>Singular, compelling message that states why you are different and worth paying attention to</i>	<i>What has COVID-19 created that you can do better than anyone else?</i>	<i>Singular compelling message that states why you are different and worth paying attention to</i>
Delight Your Clients	Key Metrics	Government Partnership	Channels	Beyond COVID-19 Early Adopters
<i>COVID-19 is a great opportunity to provide extra value to your clients</i>	<i>List the key numbers to take the pulse</i>	<i>How are we partnering with the government? Taxes, funding, programs, incentives</i>	<i>List your path to customers that you might need to change</i>	<i>Who will be first back to market</i>
Cost Structures		Revenue Streams		
<i>List your fixed and variable costs affected by COVID-19</i>		<i>List your sources of revenue that are affected and which are still secure</i>		

Adapted for mature COVID-19 response by Brad Fitzsimmons. Original Business Model Canvas template created by Strategyzer Inc.



Problem	Solution
<p>List your top 3 problems:</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>	<p>Outline a possible solution to each problem:</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>





Problem	Solution
<p>List your top 3 problems:</p> <ol style="list-style-type: none"> <li>1. Not enough cash flow to pay monthly bills. (how much short/</li> <li>2. Need to contact customers</li> <li>3. Need to deliver training online</li> </ol>	<p>Outline a possible solution to each problem:</p> <ol style="list-style-type: none"> <li>1. Update statements and cashflows to be current. Determine exact shortage, eligibility for grant programs, call book keeper/ accountant, banker, private investor, how much personal money, repayment plan, decrease outflow by deferring expense,</li> <li>2. Start list from recent transactions, memory, make lists and try to find on social media, reverse directory,</li> <li>3. Audio video recording equipment inventory, who can help/train, document content, research delivery methods, lms.</li> </ol>





Value Proposition During Covid-19	Unfair Advantage
<p>Singular, compelling message that states why you are different and worth paying attention to:</p> <p>(go back to USP or VP from plan is this still relevant?)</p> <p>What has covid left.</p>	<p>What has Covid-19 created that you can do better than anyone else?</p> <ol style="list-style-type: none"><li>1. Local, accessible</li><li>2. A known face in the community, can customize solution, can offer flexibility talking to real person not an “operator.”</li><li>3. Human connection, relationship kept intact</li></ol>





## Value Proposition Beyond Covid-19

Singular, compelling message that states why you are different and worth paying attention to:

Providing **safe** music lessons in **your community** by **local** professionals.

**Staying home** and learning music **you always wished you had the time for**.

For a lot of you, **it's a slow time** and for once you have time that's not full of your usual commitments so its music lesson time.

Looking for a **family activity** that can be done **safely** and includes learning, then consider ....





Delight Your Clients	Key Metrics
<p>Covid-19 is a great opportunity to provide extra value to your clients. How are you going to do this?</p> <ol style="list-style-type: none"><li>1. Flexible scheduling</li><li>2. Choice of music style</li><li>3. Connecting students with other students</li></ol>	<p>List the key numbers to take the pulse:</p> <ol style="list-style-type: none"><li>1. Number of family packages purchased</li><li>2. Referrals by current members – promotion refer a friend?</li><li>3. Informal observation-let us know if you have connected...</li></ol>

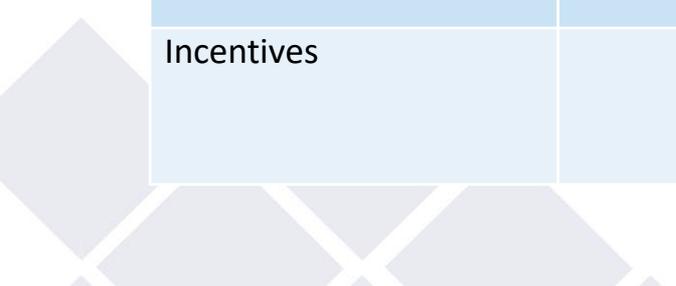




## Government Partnership

How are we partnering with the Government? Taxes, funding, programs, incentives? Federal, Provincial and Municipal:

	Federal	Provincial	Municipal
Taxes			
Funding			
Programs			
Incentives			





Channels	Beyond Covid-19 Early Adopters
<p>List your path to customers that you might need to change:</p> <ol style="list-style-type: none"><li>1. Storefront eliminated</li><li>2. Try, Touch, Feel</li><li>3. Trade shows, in person demonstrations, pop ups</li></ol>	<p>Who will be first back to market and when?</p> <ol style="list-style-type: none"><li>1. Most income to contribute</li><li>2. Most evolved e-commerce, most effective online marketer</li><li>3.</li></ol>





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### Cost Structures

List your fixed and variable costs

affected by COVID-19: 1.

2.

3.

### Revenue Streams

List your sources of revenue that are affected and which are still secure: 1. Personal contact services eliminated (replaced via online?) or remain affected

2. Sales of hardgood/products ongoing, but require increased promotion still secure

3.





## What is your game plan?

- How to avoid mistakes in the new now
- How can you increase your value, impact and profitability
- Make a bigger dent in your market share

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# Where are you at?

	Pre	Post
Rockstar	More clients, bigger sales	Staking out new ground
Established	Doing ok – same lane as always	Need to pick a new lane
Aspiring	Have not got the strategy and positioning figured out but working on it	Didn't have chance to test strategy to know what works and what needs changing
Struggling	Chasing Leads for business	Blame pandemic for closure



## Are you Revamping or Reinventing?

- ◆ Moving offline to online... you are at risk.
- ◆ Reinventing
- ◆ Your Model – Business strategy
- ◆ Your Market – B2B, B2C
- ◆ Your message –Relevance





## Language

- ◆ Focus on what are the current issues – isolation, safety, resume activities,
- ◆ Reposition offering to address those exact issues and outcomes (so that...
- ◆ Creating urgency around immediate priorities is still debatable and industry driven





## Examples

- ◆ Ignoring this.. Now when everyone is remote can decrease this even more
- ◆ So that you can protect, extend, preserve, safeguard, reduce risk, reduce costs, avoid this...
- ◆ If your sole focus or #1 priority is this....and this is all you care about...if this is making you crazy right now





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## Ask yourself

- ◆ Missing???? ADD IT
- ◆ Messy????? FIX IT
- ◆ Misaligned? Readjust it (pivot) IT

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## Being in the **NOW!**

- ◆ Hesitation will kill your business
- ◆ The solution is intelligent imperfect action





- ◆ “Don’t hesitate, take intelligent imperfect action”



Not critical



Not critical

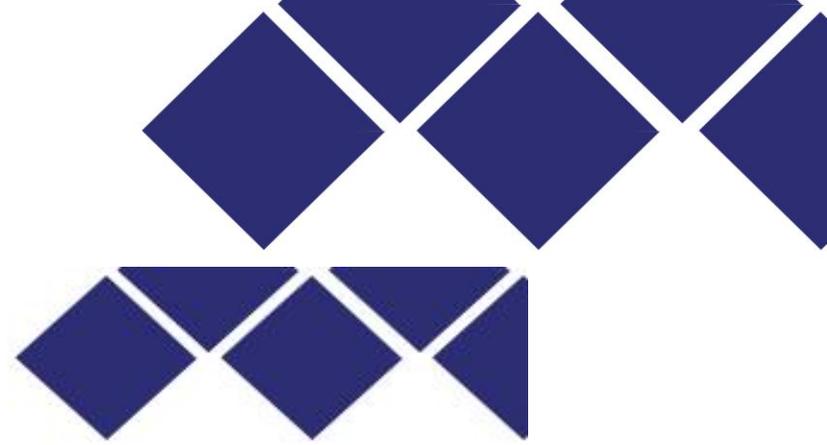
## Defining Your “Critical Path”

Legacy Enterprise Critical Path™ created by Maturinc Inc.  
Legacyenterprise.ca



- ◆ “With Planning I prepare well today so I don’t have to repair tomorrow”







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