

Scorecard on Business Recession Proof

- Have I personally experienced a financial downturn in my business, and how did I handle it?
- Have I made adjustments to my business model based on past economic challenges?
- Do I have a clear understanding of how recessions impact my specific industry?
- Have I spoken with other business owners who have successfully navigated past recessions?
- Have I tested different strategies (cost-cutting, revenue diversification, automation) to see what works best for my business?
- Have I educated myself on financial management and cash flow strategies to sustain my business during tough times?
- Have I invested in learning about recession-proof industries and business models?
- Do I have a mentor, business coach, or advisor who helps me make informed decisions?
- Have I read books, like "Building a Recession-Proof Business – Strategies for Economic Resilience," or taken courses on economic survival strategies?
- Do I have a clear step-by-step plan for keeping my business strong during a recession?
- Have I positioned myself as a reliable expert in my field through blogs, social media, or speaking engagements?
- Do my customers and peers see my business as stable and capable, even in difficult times?
- Have I built strong partnerships with other industry leaders to enhance my business credibility?
- Do I actively share my knowledge and strategies with other entrepreneurs or within my business community?
- Have I gained recognition, awards, or certifications that prove my business expertise?
- Do my customers and clients trust my business to deliver value, even during economic hardships?

- Have I maintained transparency in my pricing, policies, and financial management?
- Do I have a strong relationship with my employees, suppliers, and stakeholders, ensuring loyalty during tough times?
- Have I built a financial safety net to reassure my employees and customers?
- Do I consistently provide quality products or services, ensuring long-term customer retention?