



A guide to help business owners refocus, rebuild, and strengthen their business after navigating a period of distress.

1. Review What Changed

- What did you cut, pause, or change to survive?
- Which customers, products, or services are still profitable?
- What systems or habits helped you most during the crisis?
- What needs to stay different going forward?

2. Rebuild with Intention

- Prioritise rebuilding your cash buffer.
- Bring back team roles or services in order of ROI and need.
- Revisit your customer experience — is it consistent and valuable?
- Reset your goals for the next 90 days.

3. Strengthen Core Operations

- Document key systems and processes while they're fresh.
- Identify what's still fragile — staffing, cashflow, supply chain.
- Consider system upgrades, automation, or software to reduce friction.

4. Reconnect and Regain Trust

- Reach out to key customers, partners, and team members.
- Share lessons learned and updates with your audience.
- Ask for feedback — what do people want most from you now?

- Acknowledge loyalty and support during the tough period.

5. Reflect and Refocus

- What personal lessons did you learn through this process?
- How do you want to show up as a leader going forward?
- What's your vision for the next phase of your business?
- Who do you want to be surrounded by as you rebuild?