

DEANDORTON

Insights



10 Ways to Make your Business Better than it was Before COVID-19

Assessing your business to be ready for a comeback

"I don't want to be the guy who is always trying to make lemonade when life throws a lemon. I also do not want to minimize the severity of the COVID-19 pandemic. However, I do have to point out that the COVID-19 pandemic presents many businesses a unique opportunity to restart in a stronger position than they were in prior to the pandemic."

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These are indeed interesting times, but these are times that businesses can use to add value to their future operations. Businesses that engage the new environment, are sensitive to their current and future customer needs, and that can be agile enough to deal with the challenges the restart will bring should be positioned for long term success.

We have put together 10 ideas that every business should consider as we move together into the new normal.

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