



# Continuity Planning: How-to Survive COVID-19 & Thrive When It Has Passed.

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Facebook:

<https://www.facebook.com/groups/outfitters.and.guides>

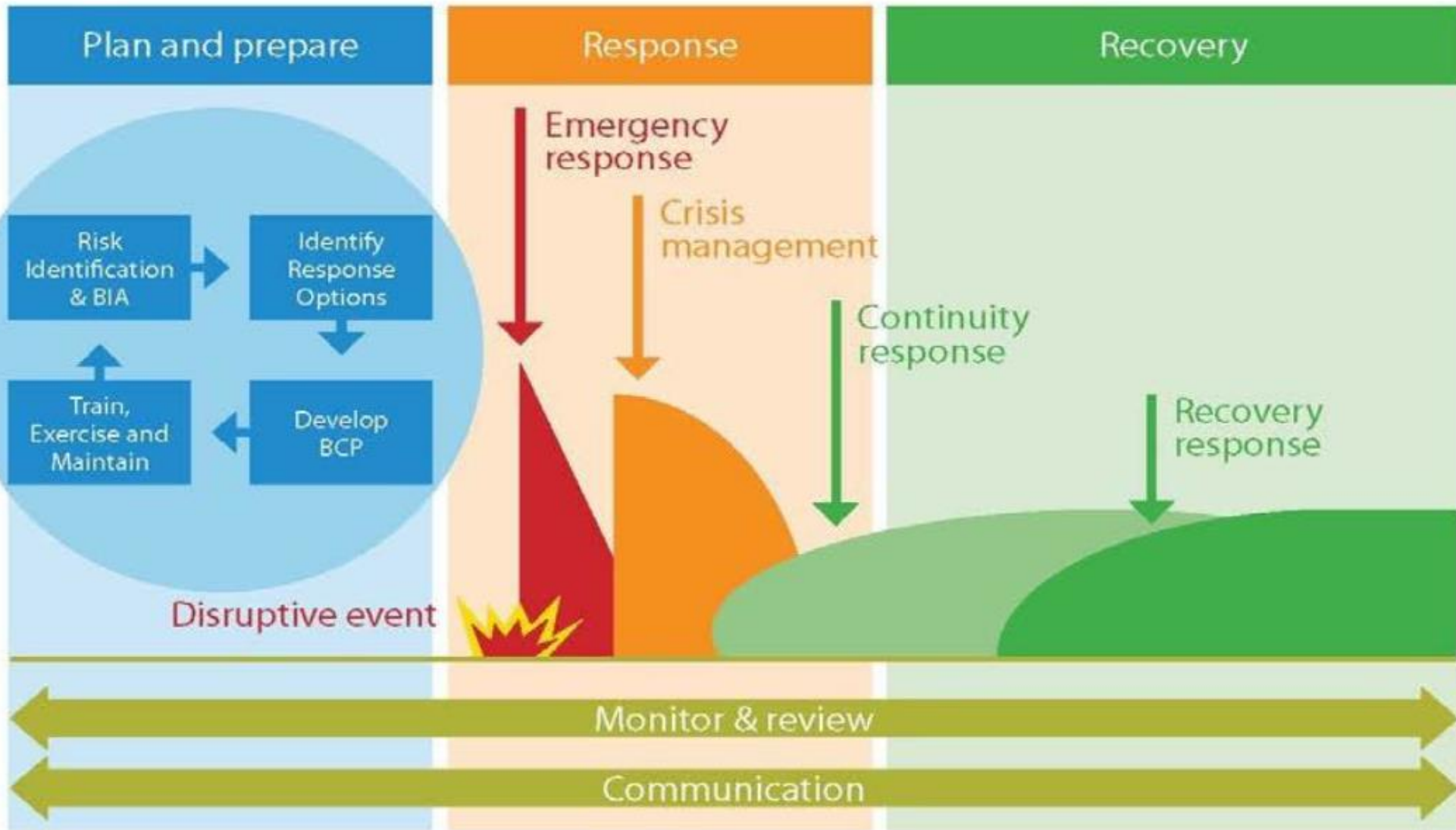


Continuity Planning:  
How-to Survive COVID-19  
& Thrive When It Has  
Passed.

# Business Continuity Planning

## Business Impact Analysis





“Mission Critical”  
Efforts that must continue

Branding

Finances

Operations

Customers

Compliance

Contractual  
Obligations

# 3-Phases

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## Look Internal

- Foundation
- Finances
- Non-Financial Assets



## Look External

- Where Are The Gaps?
- Team Up!



## Build & Execute

- Cash Flow
- Communicate
- Stay Mobile



## Look Internal

- Foundation
- Finances
- Non-Financial Assets

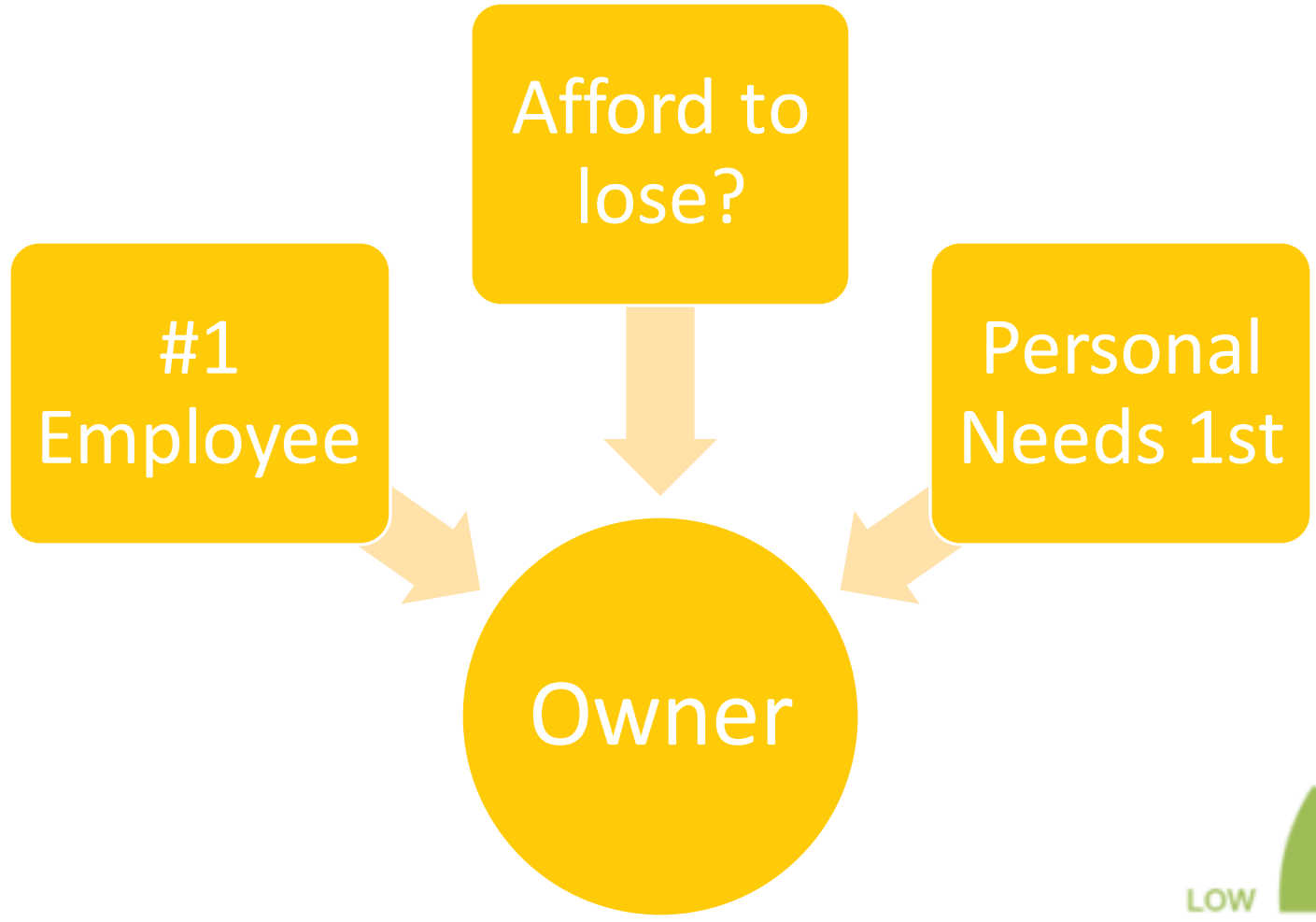






Look Internal

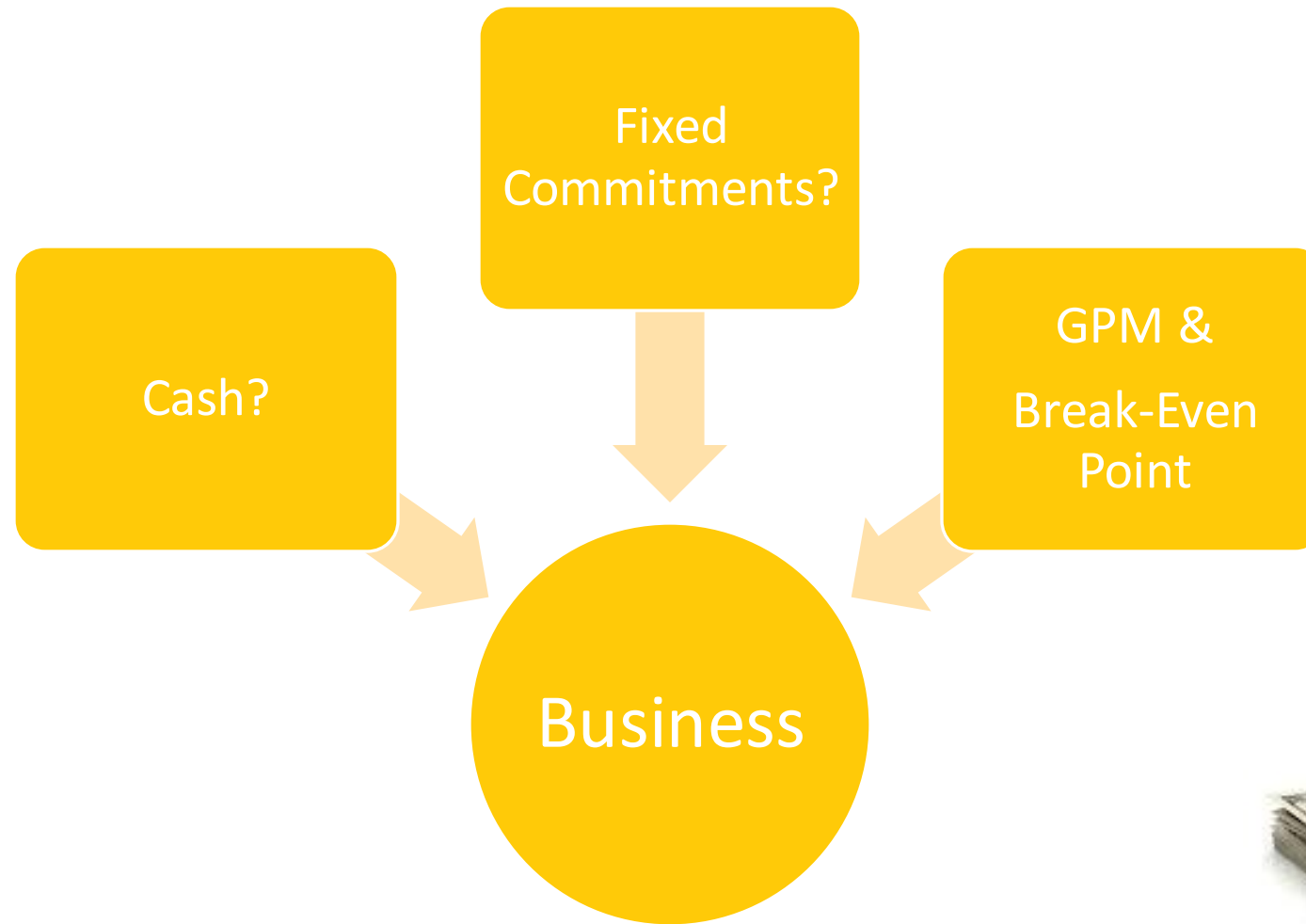
- Foundation
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## Look Internal

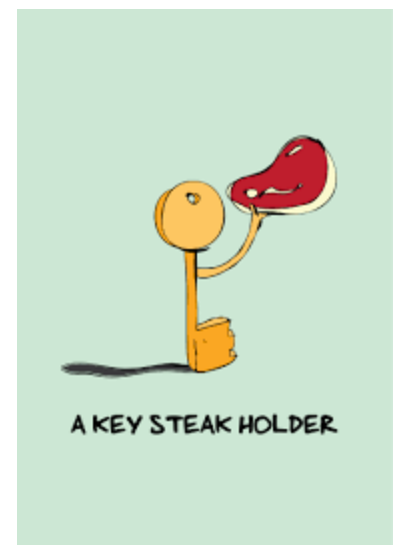
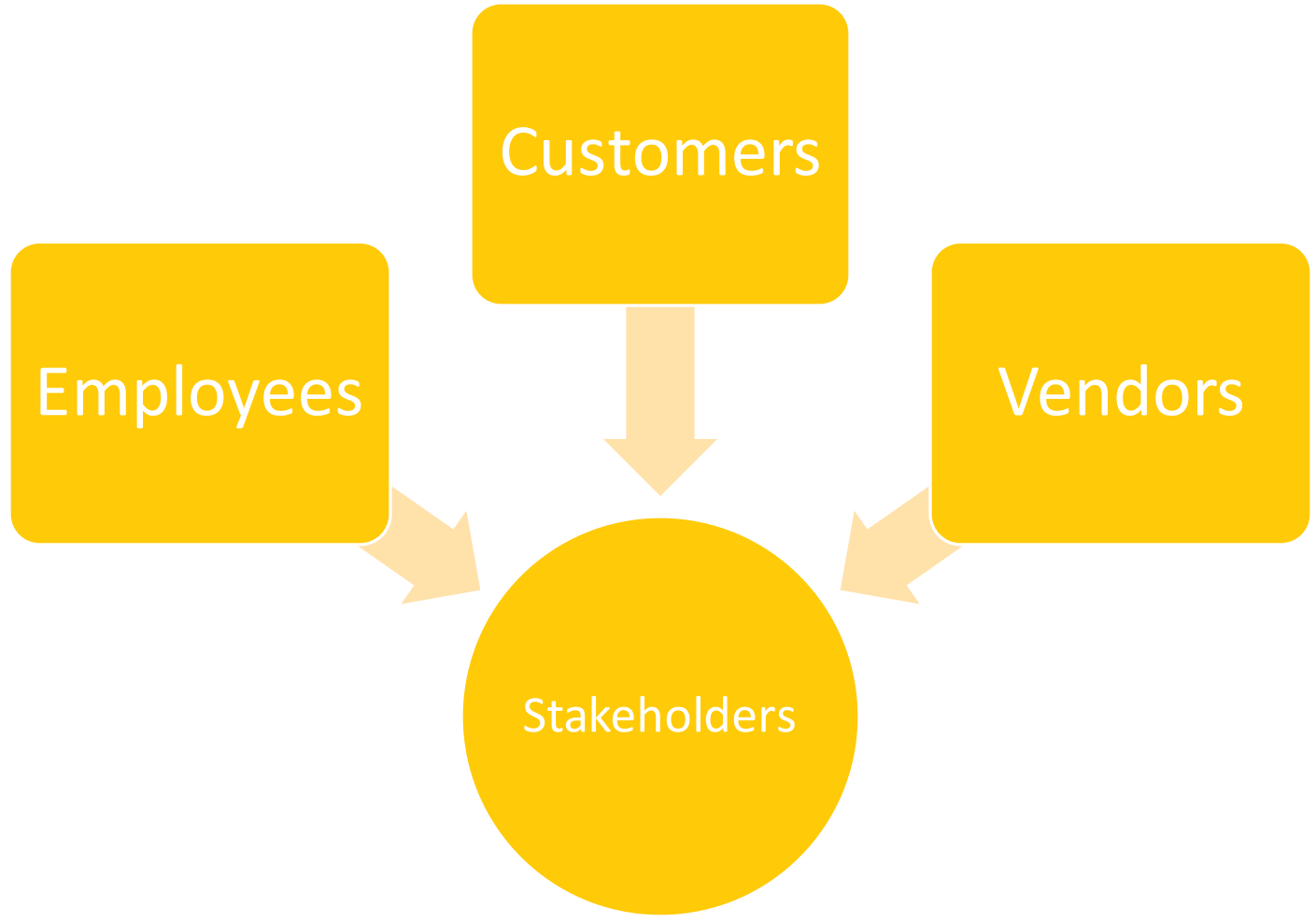
- Foundation
- Finances**
- Non-Financial Assets





### Look Internal

- Foundation
- Finances
- Non-Financial Assets





## Look Internal

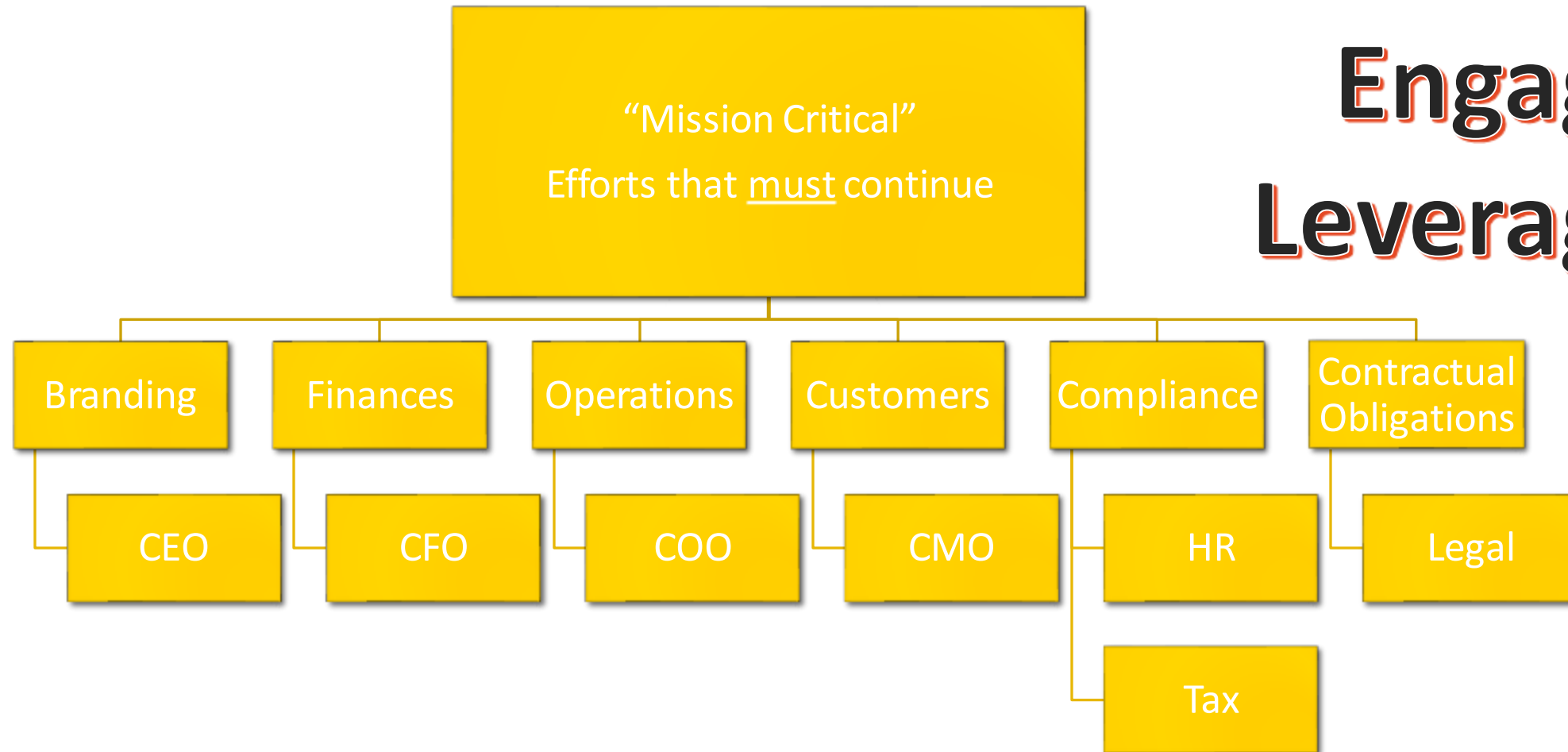
- Foundation
- Finances
- Non-Financial Assets

# Key Employees

## Connect

## Engage

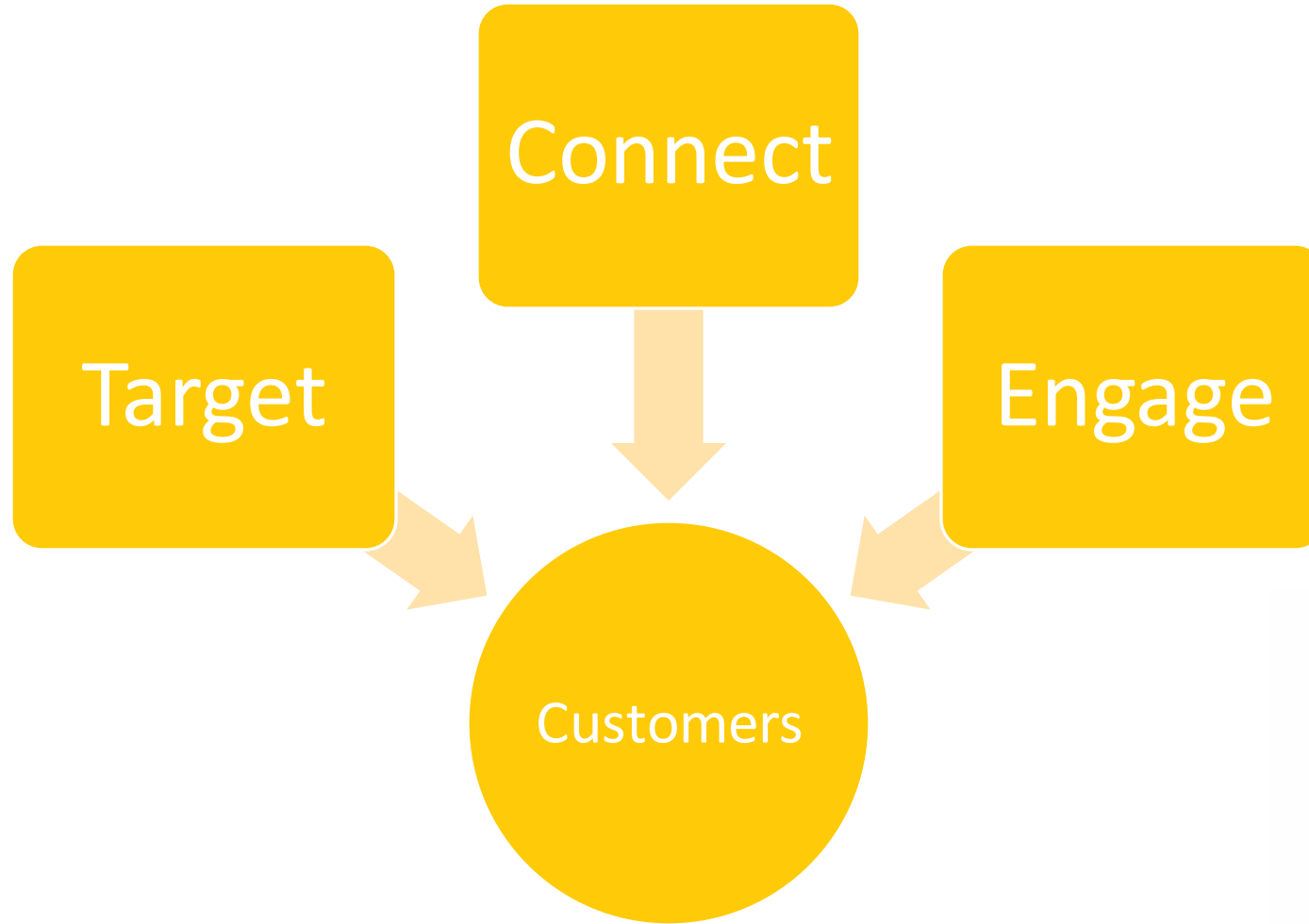
## Leverage





## Look Internal

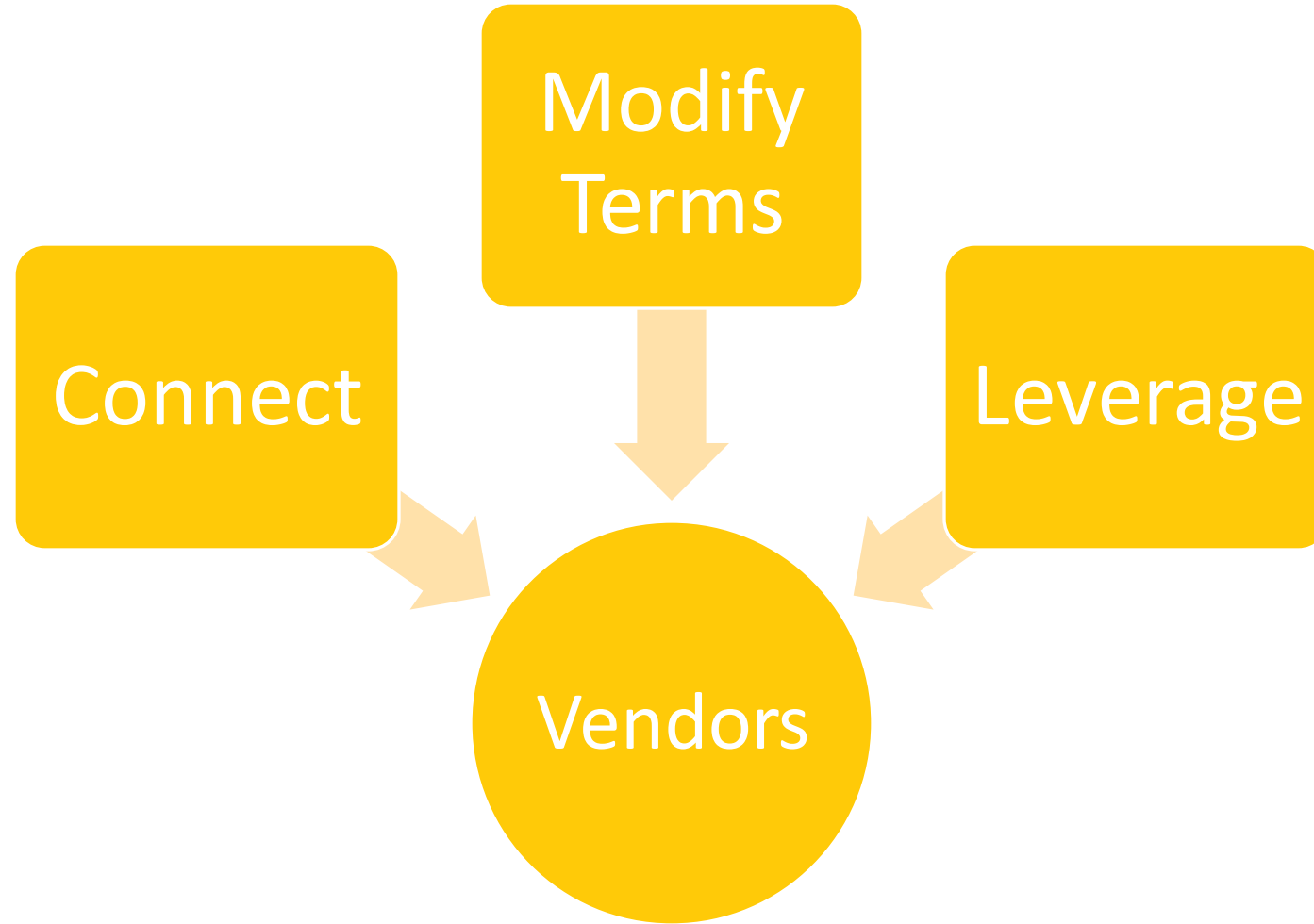
- Foundation
- Finances
- Non-Financial Assets**





## Look Internal

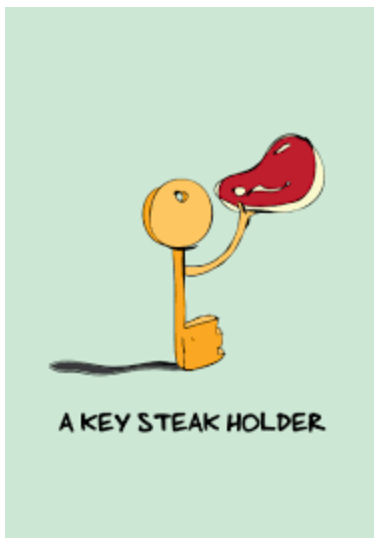
- Foundation
- Finances
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## Look Internal

- Foundation
- Finances
- Non-Financial Assets





## Look Internal

- **Foundation**
- **Finances**
- **Non-Financial Assets**







## Look External

- Where Are The Gaps?
- Team Up!

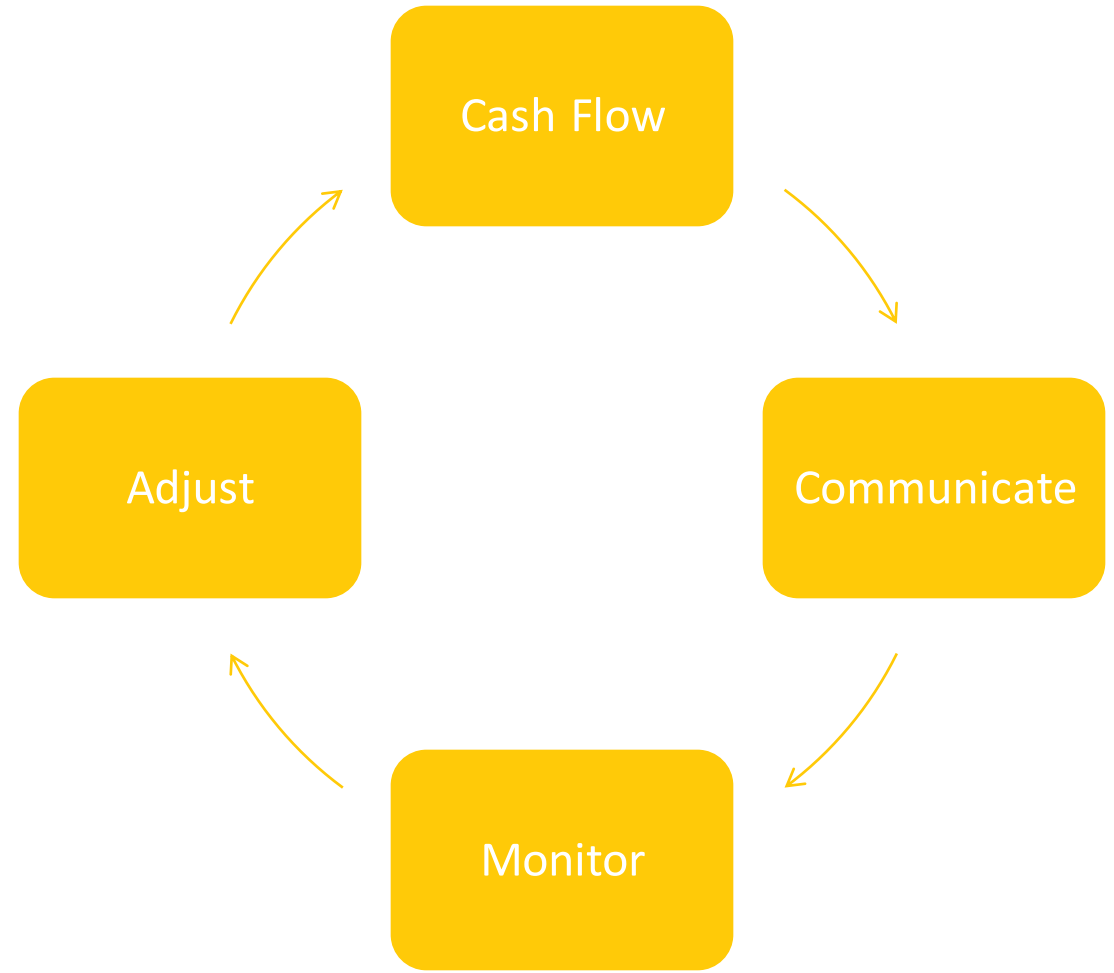


KEEP  
CALM  
AND  
TEAM  
UP



## Build & Execute

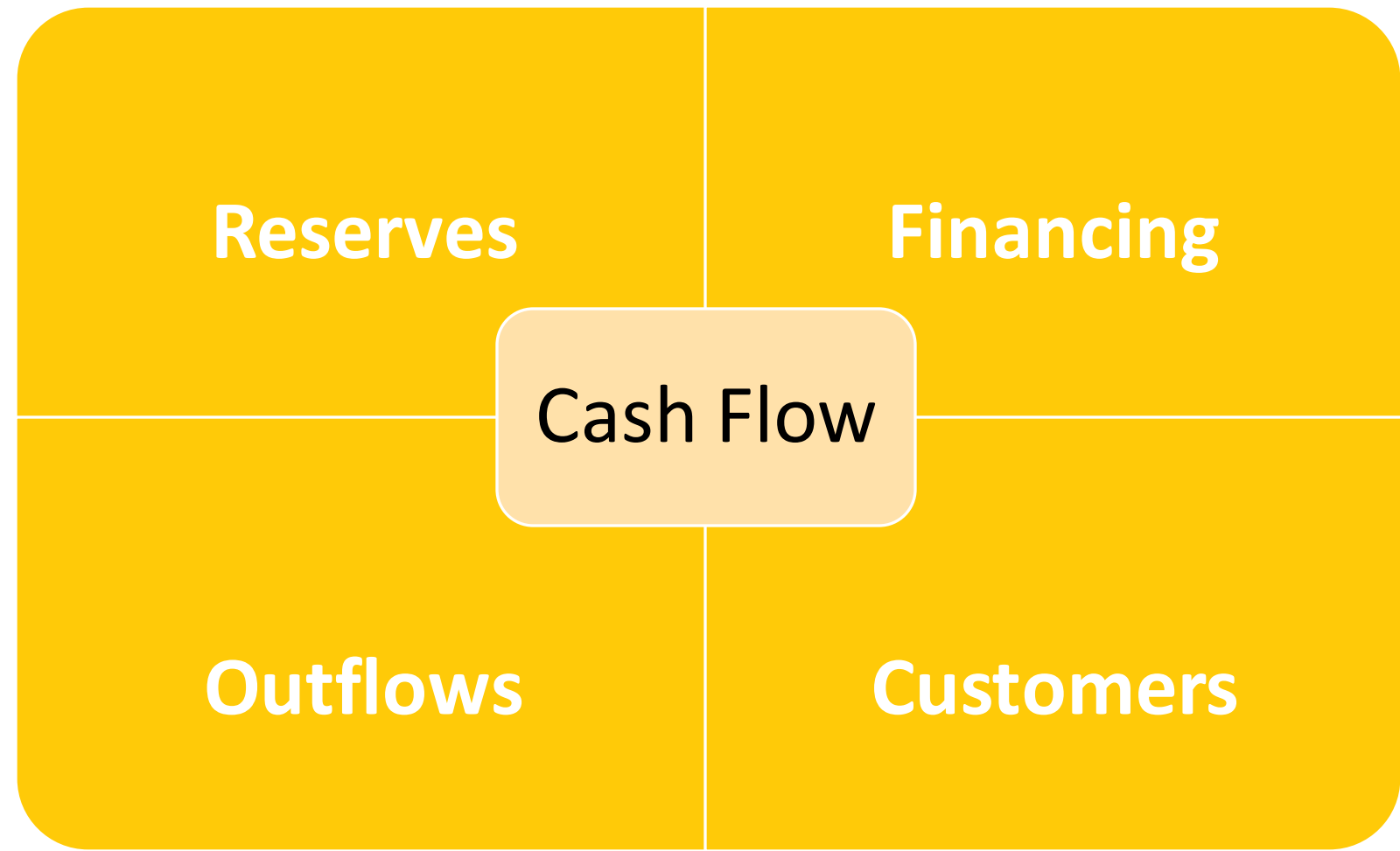
- Cash Flow
- Communicate
- Stay Mobile





## Build & Execute

- Cash Flow
- Communicate
- Stay Mobile





## Build & Execute

- Cash Flow
- Communicate
- Stay Mobile



Clear

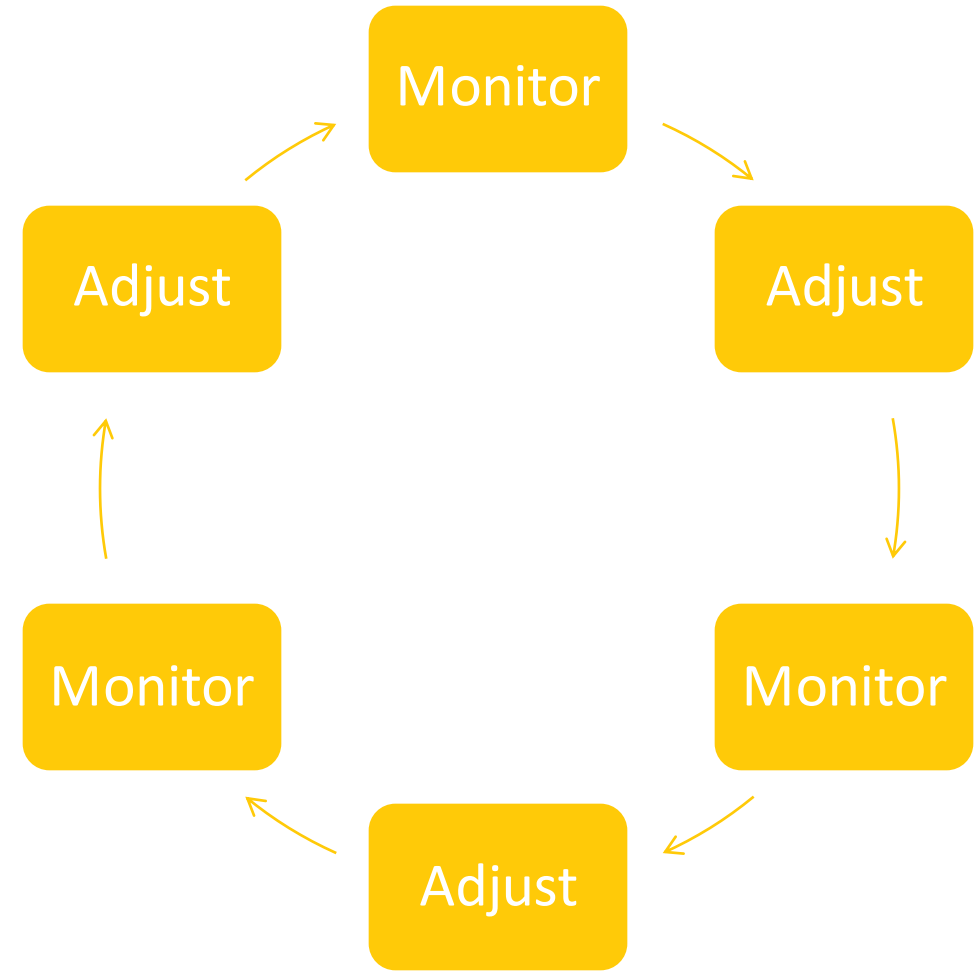
**Concise**

**Consistent**



## Build & Execute

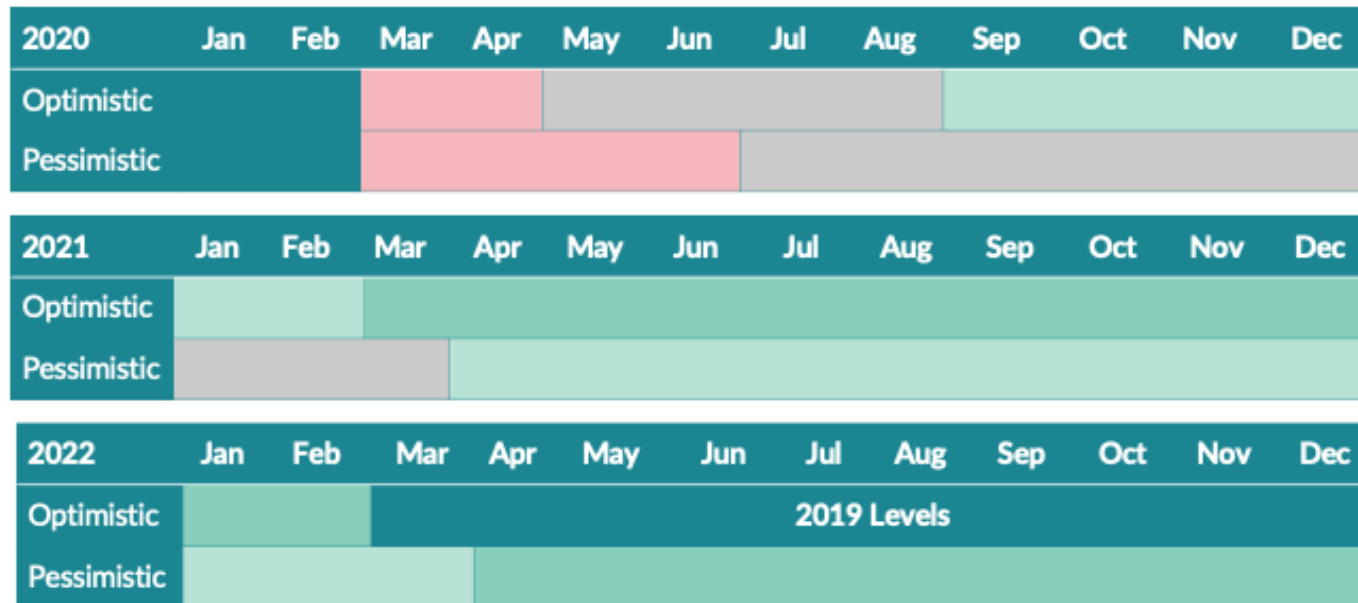
- Cash Flow
- Communicate
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# Scenarios.

## Scenarios Timelines

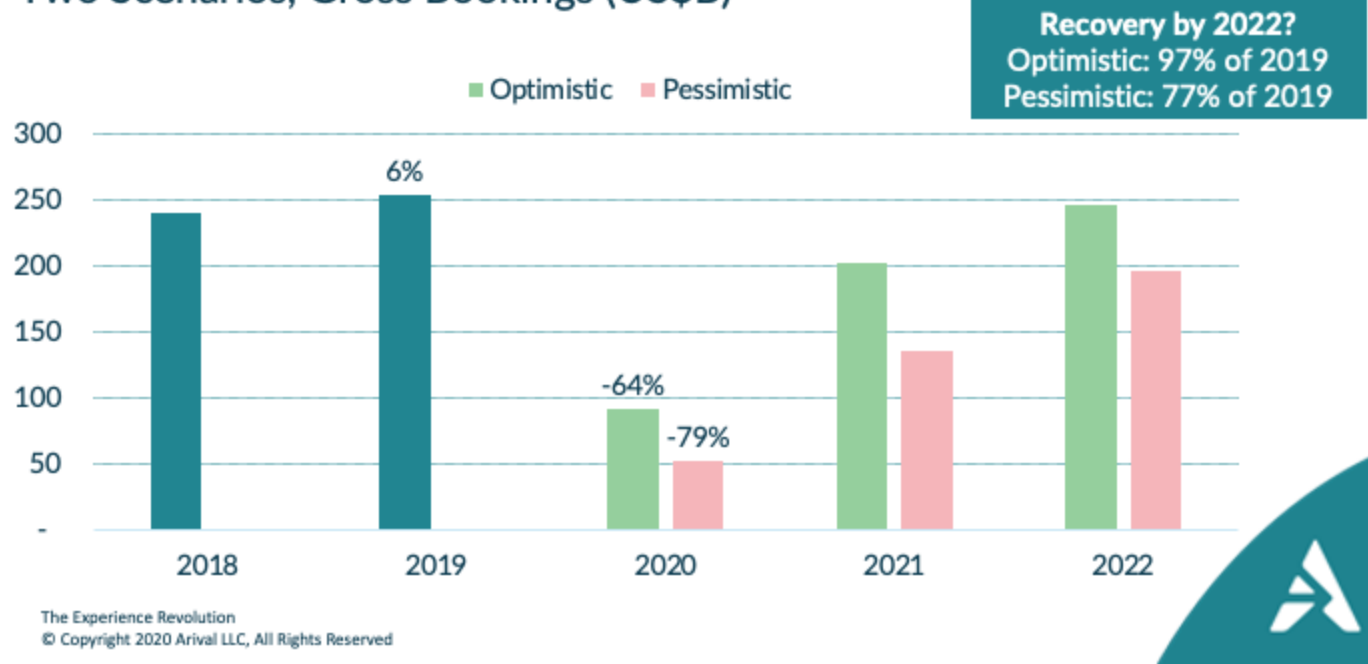
Phases Lockdown Easing Returning Recovery



# Scenarios.

## Global Industry Forecasts to 2022

Two Scenarios, Gross Bookings (US\$B)



# In Summary...

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## Look Internal

- Foundation
- Finances
- Non-Financial Assets



## Look External

- Where Are The Gaps?
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## Build & Execute

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# Stay Connected

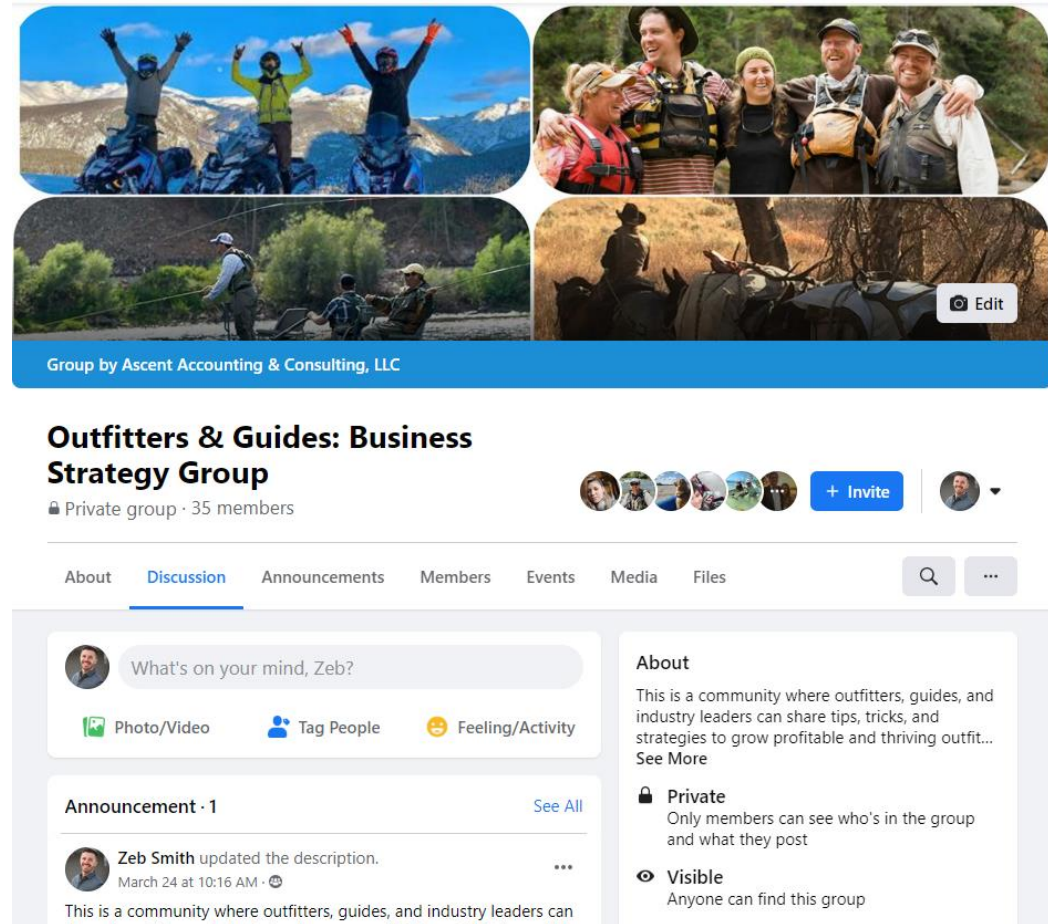
Facebook:

<https://www.facebook.com/groups/outfitters.and.guides>

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970-426-5737



The screenshot shows the Facebook group page for "Outfitters & Guides: Business Strategy Group". The group is private and has 35 members. The page features a header with four photos of outdoor enthusiasts. Below the header, the group name and type are displayed, along with an "Invite" button and a dropdown menu. The navigation menu includes "About", "Discussion", "Announcements", "Members", "Events", "Media", and "Files". The main content area shows a post by Zeb Smith with options to "Photo/Video", "Tag People", and "Feeling/Activity". The "About" section on the right provides details about the group's purpose and privacy settings.

Group by Ascent Accounting & Consulting, LLC

**Outfitters & Guides: Business Strategy Group**  
Private group · 35 members

+ Invite

About Discussion Announcements Members Events Media Files

What's on your mind, Zeb?

Photo/Video Tag People Feeling/Activity

Announcement · 1 See All

Zeb Smith updated the description.  
March 24 at 10:16 AM · 🌐

This is a community where outfitters, guides, and industry leaders can

**About**  
This is a community where outfitters, guides, and industry leaders can share tips, tricks, and strategies to grow profitable and thriving outfit...  
See More

**Private**  
Only members can see who's in the group and what they post

**Visible**  
Anyone can find this group

*Questions?*