



# C-SUITE NETWORK<sup>TM</sup>

*Business Continuity* **GUIDE**

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**DRIVE & THRIVE**

A resource guide for business owners  
and executives during COVID-19

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## Foreword

We are at a critical juncture in our world. Having bought and sold more than 250 business in my career, I've been through tough times before. We will get through this.

As c-suite executives and thought leaders, I want you to focus on and navigate through each day, one day at a time. Stay focused. Work hard. Work harder during this time than you ever have before.

You know what it's like when you're driving and there's a huge traffic jam, backed up for miles and miles? Everyone is slowed or stopped to look at whatever may be at the side of the road and then it opens and up and you go can fast again. It's going to open up – and you're going to need to be ready. It's time to go.

The biggest mistake of the 2008 recession was we didn't make moves fast enough or broad enough. You need to be ready for a new reality from this point forward. When we come out of this, prepare for immediate and tremendous upswings, big ideas, and innovation. Amazing companies have been launched during the throes of a recession. GE, IBM, Uber and CNN, to name a few. Those at the ready will have already adapted, they are the ones who will be ready for the change. Are you ready?

The C-Suite Network is here to support you, to provide resources, education, opportunities, and access to the things you need to drive and thrive through these times and beyond.

Now is the time to step up and step in. Move fast and quickly. If you ponder, you squander. Now is the time to demonstrate hero leadership and a hero mentality. There will be tough decisions ahead and it will not be easy. This guide is just one of many tools you need in your arsenal.

Please know you have a community here to support you. Call us, join the huddles, rally your teams. Use every resource at your disposal so you emerge victorious.

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

## About this Guide

We have created the **C-Suite Network Business Continuity Resource Guide – Drive and Thrive**, a book of resources – products, services, offerings, websites and more, for business leaders to find the information needed to ensure their businesses thrive, grow, and move forward today and for the future. We hope you find the information helpful and useful.

The nature of the pandemic, virus, situation and information is fluid and rapidly evolving. Therefore, please carefully consider and evaluate **any** information, guidance or instruction you receive regarding COVID-19, as well as any business or financial advice from any source. We encourage you to follow trusted, reliable sources for your information and guidance.

The resources included in this Guide have been sourced from our C-Suite Network members and others and in no way represent our own beliefs, guarantees, services or offerings. They are simply offered from our leadership perspective as Business First Responders and from a genuine desire to help you be strong, to drive and thrive through this time.

Expert Sources

[World Health Organization](#)  
[Centers for Disease Control and Prevention](#)  
[U.S. Small Business Administration](#)

We also encourage you to consult the appropriate local, regional and national authorities and experts in your area.

Our thoughts are with everyone impacted by COVID-19. Your support of business continuity, positive hero leadership and community is essential during this critical time. Together we will get through this.

**JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

## About the C-Suite Network

[The C-Suite Network](#) is a trusted and vetted network of c-suite executives, with a focus on providing growth, development and networking opportunities for business executives who are at least a vice-president or higher in their organization.

Members have an opportunity to participate in the C-Suite Network on a national level as well as join several other industry business councils and local communities. Through a vetted and trusted network of executives, strategic professional relationships are created in an intimate group, business obstacles are overcome, and members build networking relationships through community and receive valuable content and education.

We are stronger together. Especially in preparation for the upswing to come. Through membership the C-Suite Network, we support one another as leaders. Our customers, employees, and communities count on us, especially in this challenging time.

We invite you [join our community](#). Executive Membership to the C-Suite Network starts at \$99/month - the equivalent of what you might invest in one client lunch. You can choose to join one of our premium councils at any point in time. Please use this [link to join](#) our network of peers today.

We all need community. And as business owners and leaders, especially one focused on the c-suite and your success. We are here to be a valuable resource and community FOR YOU. Let's drive and thrive together.

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

## Keep Customers Engaged

Have those meetings, get on the phone, hold webinars, and reach out to your clients. Contact new customers, past customers, potential customers - those prospects in the pipeline you've been meaning to reach out to.

Hold forums, huddles, masterminds, workshops, happy hours, teas – come up with a creative concept and RUN. Help your customers work through concerns and challenges, solve problems. The more you reach out you're bound to find a pony or two out there. Now is the time to be a trusted partner to your clients and customers.

Develop your list of dream customers. Who are your competitors? Who are their customers? Add them to the list.

Now is the time you can reach people, have meaningful conversations. Ask what you can do to help them.

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

## Five Powerful Ideas to Help You and Your Customers in Times of Crisis

By Shep Hyken, CEO and Founder of Shepard Presentations, LLC

In times of crisis, people are experiencing anxiety and fear. They are concerned about their future. They are worried about their jobs, lost business, their paychecks, investments and more—and rightfully so. COVID-19 is an unprecedented event. But we have a choice. We can choose to live in fear... or take a different approach.

Even though we may be scared, we are still in control of how we react. I've always been an optimistic person—a trait I believe is magnified in challenging times. With that in mind, here are five powerful ideas we can use to engage with our customers, employees, friends and family in this time of crisis.

1. ***Be a beacon of hope instead of pessimism and fear.*** Many will find this difficult, but it's a good one. The way you act and the words you use can help calm the fears of others. I'm not suggesting you ignore reality but look for the bright side. Why not take this time to do projects you haven't had time to do, or call your clients just to check on them? Your actions will demonstrate that opportunity, however small or large, can come from adversity.
2. ***Offer alternatives.*** Perhaps you're out of stock of something a customer wants. In that case, suggest an alternative. If there is no alternative and the customer still wants the item, consider getting it from a competitor. That sends your customers a powerful

message. It proves you're more interested in taking care of the customer than making a profit.

3. ***Stay connected.*** When we call customers, it's usually about business—something related to what we sell. Forget about selling for a while; instead, focus on creating value for them. Recently, I was pleasantly surprised when a vendor called to say hello, hear what I was doing and share what he was doing (unrelated to business). That was it—no sales pitch. He just wanted to stay connected.
4. ***Next time plan ahead.*** There will always be another emergency. What is your plan for crisis or even a slight inconvenience? Planning ahead isn't just for your business. It's also for your customers. The best companies have a plan so that their customers can continue to do business as usual in difficult times. Plan for the worst and hope for the best.
5. ***Focus on gratitude.*** You may not get to choose what happens to you when times are tough, but you do get to choose how it affects you. Will you complain or be grateful? This is all about your mindset. When you appreciate what you have, you'll be in the right frame of mind to find opportunity amid chaos and crisis.

It's important to focus on the bright side during times like these while still doing all you can to provide an amazing experience—for both your customers and your colleagues. Don't lose your momentum, and don't dwell on fear or anxiety. Focus instead on these five ideas, and you may find that the days, weeks or even months to come will be better and brighter.

## Customer Engagement Resources

- Getting customers their products is step one to keeping them engaged. Search for a new manufacturer at the [Manufacturers Marketplace](#).
- [Learn](#) everything you need to write your next book with Cindy Tschosik. Members can also [meet](#) with Cindy for brainstorming or a consultation.
- [Learn](#) better negotiation strategies and how to read body language with Greg Williams
- [Watch](#) this webinar showing you how to engage consumers in their homes, explain your products and value proposition, and upsell customers with Jeff 'SKI' Kinsey
- [Master](#) how to drive traffic and fast-track inbound calls with Jeff 'SKI' Kinsey Podcast
- [Big Swift Kick](#): 1-hour free brainstorming session on how and where to pivot/innovate to keep revenue going and free data analytics tool to help sales VP and CEO identify where their sales teams need help
- Engage and motivate your sales reps with [Ryvl's](#) performance-based gamification and competition platform
- Kak Varley has provided a [list](#) of the best time saving sales and marketing tools
- Loretta A Stevens is offering a [free coaching session](#) on marketing, sales, speaking or leadership.

- Eddie Turner is offering pro bono [executive coaching](#) sessions.
- Rich Bontrager has provided a [30-minute consultation](#) on booking speaking events.
- Debbie Mrazek is explains how [actively listening](#) can help sales and how to continue [selling during COVID](#).
- Kak Varley from Kak Varley LLC created this [online marketing recommendations quiz](#).
- Larry Wilner from The Strategies That Work is offering a [free webinar](#) on September 23<sup>rd</sup>.
- Ivor Lok, Founder of the C-Suite Network Coaches Council is providing a free download of his book [Elevate Your Success](#)
- Lisa Levy explains how to [continue providing](#) customer value.
- Pat Tamakloe from the Global Reach Leadership Institute Inc. is offering a 25% discount on GRLI services and a [free 30-minute debrief](#).

## Keep Employees Focused

With family all around and worry at the forefront, it's easy to be distracted. First and foremost, you need to let them know their health and well-being is your top priority.

Then continue to communicate. Get teams together, discuss what's working and what's not. Be transparent - hero CEOs, hero leaders are always that. Show them the value of what they do.

Have every employee make a list every day of the 3-5 things they will accomplish for the day, then have them share it with their supervisor and their team.

As a leader, meet with each of your key teams – sales, marketing, etc. - every day. Then three times a week – gather the entire company. Right now, it's about communicating and staying connected.

Get through next 60 days, and we will win. If you wait, you will seal your fate.

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

### Creating an Action Plan for Keeping Employees Focused

By David Newkirk, CEO of Ethos Consulting, LLC

During unique conditions when business, personal and social circumstances all intersect at the same time, it's hard for employees to create silos between work and their personal life, preventing experiences in one area to NOT AFFECT another. This acknowledgement is the first step effective leaders take to ensure their company thrives during challenging times.

What leaders do to manage this acknowledgement is CRITICAL. Keeping employees focused is another way of saying “engaged”. Studies prove engaged employees are productive, longer tenured and look for reasons to stay. During challenging times, engaged employees will step up not because they have to, but because they want to. It is the freedom of choice that exemplifies effective leadership.

Studies prove when leaders have heightened levels of anxiety and stress, they become more goal and task oriented and less “people-oriented” towards their employees. Employees feel the pressure, the culture shifts, and everyone is less happy than they were just a few weeks prior to a business continuity event. And, the shift lasts..... hurting productivity & employee engagement.

The most immediate way for a leader to maximize employee focus and engagement is by avoiding *employee false positives*. An employee false-positive occurs when leaders demand outcomes from employees such as focus, dedication, sacrifice, etc. with the explanation of how

it is important for the company. Employees have no choice but to verbally comply. What the employee feels in actuality is an increase in their anxiety & stress and a lack of the personal emotional support they need to manage and stay focused. They feel disconnected from their leader.

## ACTION PLAN FOR CREATING EMPLOYEE FOCUS

1. Establish a connection to employees emotionally and convey understanding
2. Provide a risk-free, ongoing opportunity for employees to share their issues with their manager free of judgement and not used in performance reviews
3. Be a listener, not a problem-solver. Employees sometimes need a catharsis by just talking something out. They will ask for advice if wanted and need to invite their Manager to the task of problem-solving. By jumping too quickly to solve the problem may portray a Manager as not listening (nor caring)
4. As a Manager, perform unsolicited acts of kindness with employees. Ask how they are doing 1:1 and reinforce your availability to listen or help if wanted
5. Since verbal communication is only 7% and 93% of all communication is non-verbal, effective leaders communicate by focusing on their eye contact, maintaining a single focus on the employee (no phone or email distractions), their listening and ability to summarize & convey understanding of what the employee shared with them

Lastly, meet with employees outside of the Manager's office. Schedule a 15-minute Zoom meeting or have a cup of coffee together. Employees will always welcome a neutral setting to open-up and talk with their Manager vs. a formal office setting. Employees who appreciate the efforts of their leaders are in it for the long haul with focus, dedication and sacrifice – everything leadership wants for company success.

## Employees Should Know

- There is a lot of misinformation surrounding COVID-19; learn about potential scams at [Wtplaw.com](http://Wtplaw.com)
- Coronavirus testing and care: self-funded health plan considerations. Here are [answers](#) to some of the question's benefits advisors, employer and employees may have about the Coronavirus and its potential ramifications.
- Workplace Marketing has provided a [list](#) of employee insurance information.
- Lawley Insurance has provided an [employee benefit resource page](#).
- Marie Burns at Mind Money Motion has provided a [crash course](#) in estate planning for elderly relatives.
- Tortal Training is providing free COVID-19 safety training [courses](#).
- Eric Michrowski from Propulo Consulting has created a list of [COVID-19 Safety & Leadership Tools](#)
- Dave Ferguson from Living to Lead is providing his free [Playbook for Setting and Achieving Goals](#).

## Employee Rights

- Families First Coronavirus Response Act [FAQ](#)
- [Federal Employee Rights](#)- Paid sick leave and expanded family and medical leave under the Families First Coronavirus Response Act
- Coronavirus Aid, Relief and Economic Security Act ([CARES Act](#)) - The CARES Act builds on the two former pieces of legislation by providing more robust support to both individuals and businesses, including changes to tax policy. The bill includes:
  - Expanded unemployment insurance (UI)
  - \$350 Billion allocated for the Paycheck Protection Program
  - Recovery Rebate for individual taxpayers
- [Join a Freelancer Union](#) The Freelancers Union is the largest organization representing the growing independent workforce. They are a community that looks out for one another and are working together to secure a better future for freelance work.

# Communications

## Crisis Messaging

### Willis Turner, President and CEO, SMEI

**Be consistent.** During times of pandemic, messages work best when they are consistent and coherent. Work on your message, have a final approved document and make it available to ALL team members. If you don't openly communicate with your team, they will search for information. The last thing you want is for them to find out about company messages and important decisions from outside of your organization.

- **Appoint a Spokesperson.** If you're the CEO – consider taking this role. If you're not comfortable with it, put the second in command in charge.
- **Go public quickly.** Even if you have incomplete information. Adjust things to ensure accuracy, because things change quickly.
- **Don't wait for the press release.** Try to get it out as soon as you can, as best you can. Be proactive not reactive.
- **Be honest.** Say what you know, what you don't know, and what you're doing.
- **No BS.** Be easily understood, complete, and free from deceit.
- **Be clear.** Eliminate jargon and acronyms and use plain, simple language. Be accessible to a non-technical audience.
- **Be calm.** Resist the urge to say, "Don't panic" or "Stay calm." Instead, BE reassuring and BE calm.
- **Be flexible.** Explain that the information may change when you know more and that you will provide an update when you know more.
- **Be careful.** Avoid being or appearing confident with tenuous information.

**Speak to the fear.** Recognize that people will be frightened. Put these fears into words, then address them openly, regardless of how unfounded or unscientific the fears may seem.

**LISTEN.** Talk with your target audience. Talk with their key opinion leaders about what they're hearing in the community. Keep your ear to the ground and your finger on the pulse.

**Keep talking.** Then communicate, again and again. Promise timely, regular updates. Then deliver.

**Resource pages.** Set up resource pages on your website on what you're doing, what customers can expect, and how they can help.

- Verl Workman from Workman Success Systems has created a full [COVID-19 Contingency plan](#)
- Rick Botelho from MHH Publications has outlined [how to address all of the "isms"](#) in today's political atmosphere.
- Dr. Gary McGrath from Statarius has a [special podcast episode](#) focusing on moving forward in COVID.
- Scott Schwefel at Discover Yourself Inc. has a [TEDx Talk](#) about communicating in full color.

## Keep Your Cash Flowing

Focus your cash on things that are key to your business, that help you be where you need to be. Then try to delay, draw out, and make minimum payments on the things that don't.

Where can you find forbearance? Work with your bank or landlord to delay or lessen your mortgage or rent payment. Call your credit card companies and make arrangements. Review all your expenses and reduce or cut those that don't generate revenue, community/support or more ponies. Where do you have access to capital? Where can you get loans, life insurance? Sell stocks? Use the C-Suite Network Resource Guide to help you.

Just as you're looking for grace and forbearance from your creditors, be willing to work with your clients, defer payments for now to retain good customers and maintain relationships. Do the right thing to support them.

Important: For small businesses and those who don't have support personnel to perform these functions for them, make every effort to continue your normal course of business during the day. Work on cash flow on off hours. Use every minute of the day to focus on supporting customers.

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

### Retailers and Manufacturers: A Go-Forward Strategy Amid the Pandemic

By Claudia Harvey, CEO, [Dig It Apparel Inc.](#)

In a "perfect environment" pre-pandemic world, the retail industry was already struggling. Big shifts in consumer shopping habits and expectations, and the drive to push to lowest dollar price point while still maintaining quality and customer service, decreased retailer and manufacturing margins. The "Rona-effect" has been an accelerant to an already stressed industry with international store closures. This impacts the manufacturers, vendors, landlords, logistics supply chain and others who rely on retail sales, so the trickle to outlying industries and jobs is also affected.

Many manufacturers and retailers operate with little cash-on-hand due to inventory management and not much liquidity to manage a long-term shutdown. To pivot to the almost immediate brick and mortar shutdowns, many retailers and vendors had to dial-up their online sales presence. New strategies that can take some months to plan and execute had to be effectively launched within days in the hopes of capturing sales to "keep the lights on". Many retailers and manufacturers are also sitting on significant inventory that will be dated as season(s) pass. This inventory ties up the much needed cashflow.

We will emerge a “new normal” and need to expect that consumer spending and confidence in discretionary items will take some time. There are many unknowns that will be dependent on continued government stimulus and support, regional variations on the health impact of COVID on their local populations and, the ability for consumers to be allowed to resume activities that will promote spending. How does one plan in an environment with unknowns and lack of control?

As a small manufacturer of lifestyle products aimed at women and their families, we sell wholesale B2B and direct to consumers in B2C and we look forward to and plan for what the consumer will need when they have the freedom to awaken from their imposed, constricted world. We are in planning mode to predict what products people will want, crave and desire and how they will fit into our brand vision. Then reverse engineer the sourcing and timing to meet expected and emerging trends, thereby supporting others in the industry across North America. By supporting all the players in the retail industry, this, in turn, will support employment and thereby putting cash into employees’ pockets so they in-turn can become confident consumers. Hopefully, an upward economic spiral will materialize sooner than later as we all work together to support each other.

### Loans, Relief Funds and Cost Savings

- Take control of your financial future with [C-Suite Loans](#)
- [Economic Injury Disaster Loan Program](#)
- [Guidance for Businesses and Employers](#)
- [SBA Products and Resources](#)
- [Government Contracting](#)
- Local Assistance - SBA works with a number of local partners to counsel, mentor, and train small businesses. The SBA has 68 District Offices, as well as support provided by its Resource Partners, such as SCORE offices, Women’s Business Centers, Small Business Development Centers and Veterans Business Outreach Centers. When faced with a business need, use the [SBA’s Local Assistance Directory](#) to locate the office nearest you.
- The Small Business Owner’s [Guide](#) to the CARES Act
- [Clio Lawyer Relief Fund](#). No matter what kind of law you practice, you provide an essential service to our global community. Clio has committed \$1 million to help law firms navigate the difficulties that lie ahead.
- GiveMN is offering free cutting edge [tools](#) for nonprofits to raise money online.
- SMEI is providing a [free membership](#) to non-profits to help with marketing efforts during the COVID-19 Crisis
- [Delta Payment Solutions](#): Avoid becoming a victim of credit card processing. You are most likely being over-charged anywhere from 20-80% in controllable processing fees EVERY MONTH and not even realize it.
- [iFlip Invest](#): The only stock trading software of its kind to use algorithmic intelligence to buy, sell, and hold for you – daily. Invest to maximize returns. Receive a discount of \$1,000 on the software.

- [Clickedin](#) can get you the MAXIMUM amount of connections LinkedIn allows per month, your exact target audience, people that you want to do business with and who need your services. Receive 30 days complimentary plus a 20% discount on ClickedIn's Business Package.
- [Small World Wealth Management](#) offers a review of insurance policies already held and those members may want to learn more about during this unique time. There may be opportunities to cash out policies, take loans, purchase new policies for business partners, etc. The member does not have to currently do business with NM or plan to do business with NM.
- Find information about employee compensation, furloughs and tax credits at the Workplace Marketing [website](#).
- Mike Skrypnik has provided his new book free, [Entrepreneur Secrets To A Grow Get Give Life](#).
- Darrel Amy at the Revenue Growth Engine has created a [resource page](#) to make sure you keep your business growing.
- Robert Slayton is offering a free [30-minute consultation](#) session identifying and recapturing overspend.

## Grants

- [Assistance](#) and guidance for NYC businesses impacted due to Coronavirus
- NYC Emergency Planning Process [Checklist](#) for Business
- Facebook is offering [\\$100M in cash grants](#) and ad credits for up to 30,000 eligible small businesses in over 30 countries
- Amazon is creating a \$5 million neighborhood Small Business [Relief Fund](#) to provide cash grants to Seattle small businesses that need assistance

## Credit Cards

### Lisa Song Sutton, Speaker, Entrepreneur & Investor

- [American Express](#)  
American Express cardmembers who experience financial hardship as a result of coronavirus can reach out to Customer Care Professionals by calling the number on the back of any Amex card, using online chat or through the Amex app. The issuer is working with customers on an individual basis to find personal solutions which may include waiving late fees or return check fees, waiving interest charges for a period of time, reduced monthly payments or a temporary interest rate reduction.
- [Bank of America](#)  
Bank of America has a help page for customers to find resources they can use if affected by coronavirus. Call the number on the back of your card or reach out online or via mobile app to ask about individual assistance options or the bank's hardship program. According to a recent report from the New York Times, Bank of America may allow skipped payments due to hardship but will not waive interest.

- [Barclays](#)  
Customers already experiencing difficulty or anticipating problems making payments are encouraged to reach out to the specialist teams at Barclays for assistance. The issuer is also “enabling customers to apply for a temporary increase on their credit card limit.” Barclaycard’s number for general inquiries in the U.S. is (866) 928-8598.
- [Capital One](#)  
Cardholders are encouraged to use digital tools online and via the Capital One mobile app for account management. According to the same New York Times report, Capital One may allow eligible cardholders facing hardship to skip payments without accruing interest, but those impacted financially by the virus should contact Capital One to work out an individual solution. “We understand the concern and uncertainty people may be experiencing surrounding the coronavirus (COVID-19) and are committed to being responsive to the needs of our customers and associates as the situation evolves,” a Capital One spokesperson said via email. “We also understand that there may be instances where customers find themselves facing financial difficulties. Capital One is here to help, and we encourage customers who may be impacted to reach out so we can discuss and help find a solution.”
- [Chase](#)  
Accountholders who have been affected by coronavirus should call the number on the back of their credit card or on their monthly statement. As a precaution against potential scams, the issuer also advises that, if someone from Chase reaches out to you, they will not ask for confidential information such as your name, password, PIN or other account information.
- [Citibank](#)  
Eligible Citi credit cardholders may make use of “always on” assistance programs, which include credit line increases and collection forbearance options. According to a representative from the issuer, cardholders are encouraged to reach out if they need assistance so Citi can work with them individually to understand their particular needs and ensure assistance accordingly.
- [Discover](#)  
In a statement, Discover said it “will be extending relief to qualified customers who are experiencing financial difficulty caused by the spread of COVID-19. Discover customers may receive assistance that can include support related to payment timing, fees, and late payments.”
- [Goldman Sachs \(Apple Card\)](#)  
Apple notified its Apple Card customers via email that any cardholder seeking assistance may enroll in a Customer Assistance Program, allowing them to skip March payments without accruing additional interest charges on their balances.
- [Synchrony](#)  
Synchrony, which issues retail credit cards for many popular national brands like Lowe’s,

Sam's Club and PayPal, is available to assist cardholders impacted by the coronavirus and will work with customers individually, according to a statement via email. Customers facing financial hardship should contact Synchrony and engage with the issuer's customer service teams to discuss options. These may include waiving fees and charges across credit card accounts, evaluating credit limits to assist with purchasing power and waiving fees on Synchrony Bank deposit accounts as needed.

- [U.S. Bank](#)

U.S. Bank advises customers who have been impacted by coronavirus to reach out by calling 888-287-7817 to discuss individual solutions.

- [Wells Fargo](#)

Wells Fargo customers experiencing hardship related to coronavirus and in need of assistance are encouraged to call 1-800-219-9739 to speak with a trained specialist about available options. "Wells Fargo is working on a daily basis to ensure we are putting measures in place to support the needs of our customers impacted by COVID-19 in the most effective ways," a representative from the issuer said in a statement via email. "We are currently providing assistance including fee waivers, payment deferrals, and other expanded assistance for credit card, auto, mortgage, small business and personal lending customers who contact us, and we will continue to communicate with customers as the situation evolves."

## Healthcare

- The C-Suite [Guide](#) to Making Health Care a Controllable Cost from NextGen Benefits
- Lawley Insurance has developed an [employer resources guide](#).

## Resources for Small Businesses in Canada

### Business Development Bank of Canada Products

- While BDC business centres are closed, staff are available virtually to help you. BDC encourages current clients to call your account manager directly. New customers are encouraged to call: [1-877-232-2269](tel:1-877-232-2269)
- [Working capital loan](#)
- Get extra funds to bridge cash flow gaps and support everyday operations. This will allow flexible repayment terms to protect your cash flow, limit your personal risk, and provide peace of mind with stable terms and conditions.
  - For businesses needing more than \$100,000 [Apply Here](#)
  - For businesses needing less than \$100,000 [Apply for the Small Business Loan](#)
- [Small Business Loan](#) - Up to \$100,000 can be obtained online. This allows quick access to funds at an affordable interest rate. Capital payments can be postponed for the first 6 months and loans can be repaid over 5 years.
- Eligible if:
  - Financing needs do not exceed \$100,000

- Business has been generating revenues for at least 24 months
  - Good credit history
  - Operating a Canadian company and have reached the age of majority
  - [Apply Here](#)
- [Indigenous Entrepreneur Loan](#) - Up to \$350,000, whether your business operates on or off reserve. This will provide flexible repayment terms to protect cash flow, a loan that gives back to charity, and a limit to personal risk. [Apply Here](#)
  - [Purchase Order \(PO\) Financing](#) - Increase your cash flow to fulfill domestic or international orders with very flexible terms. This provides businesses with maximum PO financing, flexible terms tailored to PO terms and conditions, and a relationship of trust between clients and suppliers. [Apply Here](#)

## More Information on Canadian Government Support

### Export Development Canada

During these challenging times, Export Development Canada (EDC) is working with federal partners and other Canadian financial institutions to help minimize impacts of COVID-19 on businesses, and they are working to quickly provide Canadian exporters access to needed capital.

- To better understand how an EDC trade advisor can help support your business, email them at [tradeadvisor-conseiller@edc.ca](mailto:tradeadvisor-conseiller@edc.ca), or [1-888-220-0047](tel:1-888-220-0047) between 9 a.m. and 5 p.m. ET, or submit an inquiry online [here](#)
- C-Suite Network members can gain a better understanding of how COVID-19 is affecting global trade and how they can be protected – Access EDC’s webinar [here](#)

Additional articles posted by EDC with respect to COVID-19 are found here

- [EDC stands ready to support Canadian exporters impacted by COVID-19](#)
- [Updated FAQs: what Canadian exporters need to know about the coronavirus](#)
- [The expanding coronavirus \(COVID-19\) threat](#)

### Canadian Companies that Can Help with Supplies

- Are you a business that can supply products and services in support of Canada’s response to COVID-19? [More information here.](#)

## Keep Continuity

Look the part, be the part. Many of us are working from home. I like working from home, there are less distractions and I can get more done. But don't let that shift your mindset.

Instead of shortening your hours, extend your hours! And let customers and employees know.

Don't conduct business from your couch. Have a home office set up and if you don't have that, have a dedicated workspace. And please, be mindful of your background when you're on video conferencing. Yes, you may have kids that pop into the room occasionally, that's all part of the new normal and we understand that, in fact, I love that. But we also have to keep focus and our business mindset.

Dress for success. I don't want to see you in a t-shirt, shorts and a hoodie! Be show ready. Just like when you sell your house – set the stage. You can keep it business on the top side and party on the bottom side if you want, but make it look like you are serious about your business.

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

## Mastering the Art of Working from Home

By Sheila A. Anderson, International Branding Icon – Image Power Play

You are still going to work. That's the mindset you need to adopt when you find yourself working from home. Whether due to a world pandemic such as COVID-19 or you typically do work from home, your mindset frames your day and puts you in the driver's seat for success.

How you show up for the workday not only affects your mindset, but it also contributes to your mood and can significantly influence the amount of money you make.

In the business, we are accustomed to paying attention to ROI - our return on investment. Similarly, you can measure your own ROI - Return on Image®. Let me explain. Revenue is a by-product of your image. Gaining a Return on Image puts measurable value on the impact one's image has on themselves, both personally and professionally. Your image and personal brand will either earn you money by attracting the right clients and right opportunities while allowing you to command higher fees, or it will leave money on the table. Your perceived value is in direct correlation to how you present yourself and how others experience you.

The return realized in how you present your inner persona through your outward expressions comes into play in how you show up both personally and on a Zoom call.

Others experience you on video now via Zoom or other video platforms. Part of your personal brand – and corporate brand -- is owning the experience people have with you. Think about how

you show up when you are on that Zoom call. Remember, you are still going to work. Your mindset and what you wear during the day affect your mood, your mindset, and, ultimately, your money.

Be intentional with how you want to show up and how you want people to experience you. Because after others have interacted with you and they think about you, their mind will go back to how you showed up on that Zoom call. They will remember what the interaction was like with you. How did you look on Zoom? What did your work environment look like?

We all make a judgment of people based on how they appear. Clothing serves as a visual reminder to you of your intentions for the day. If you think to yourself, “Well, nobody sees me. I’m working from home.” My response is, “But you see you.” How you see yourself affects your mood and your self-esteem. Your confidence is apparent in your body language on a video call, your tone of voice, and even the attire you choose to wear.

We all understand there can be a more relaxed look in your attire when you are working from home. However, that doesn’t mean it should be sloppy or outside the character people expect from you. What you wear can affect your productivity and confidence. Getting up at the same time, doing your regular morning routine, and dressing for a workday maintains a sense of normalcy in our routine, allowing us to have some sense of control, especially during times when things seem so out of our control. Dressing pulled together helps us feel pulled together.

How you show up says something about our decision-making skills, our self-discipline, and our professionalism.

What should a person wear when working from home? Think about your day. Do you have any client-facing video calls? If so, make sure you dress appropriately, especially the part of you that can be seen on camera. While some may feel they only need to dress up from the waist up, I still encourage people to be stand up ready. Combine fashion and function. Indeed, working from home allows you some leeway in being more relaxed in your attire. Again, think about what you have going on for that day and what is appropriate for those interactions and what will make you feel comfortable and productive. There is not a one-size-fits-all. Just stay true to your brand and what is in character for you.

Now for a couple of tips on how to bring your best self forward on a video call.

1. Pay attention to the eye candy behind you. We can tell a lot about a person by what their home looks like. You may not have a dedicated space but do your best to find a place in your home with minimal clutter behind you to minimize distractions. Otherwise, people tend to focus on all the items behind you when they should be focusing on you. If you are not able to clean up the area behind you, then use a virtual background. Keep in mind, though, if you are on a business video call, to keep the background business appropriate.

2. Be mindful of your posture. Sit up with shoulders straight and try to sit a bit more on the edge of your chair, leaning into the camera a bit.
3. Adjust your camera to eye level. This allows you to look people in the eye when talking. This angle also slims you by minimizing a double-chin effect that can happen when you look down at a camera.
4. Place a lamp on your desk or use a box light or ring light in front of you to ensure good lighting. If you wear eyeglasses, raise the light above your head or place the light off to the side to minimize glare on your eyeglasses. Also, be mindful of what is on your computer screen because sometimes this can reflect on your glasses.
5. The colors black and white can be hard on camera, so opt for something like blue, gray, pink, purple, yellow, orange, or red. Avoid green if you are using a green screen. Also, solid colors work best as patterns tend to bounce on camera.

One last thing, get off your couch if you can. Have your own space to go to work in your home. This allows your mindset to go into work mode. When you get up, get dressed for work. Then go to your space and work. When you have finished working for the day, leave that space so your mindset will shift back to focusing on personal time.

If you find yourself crawling out of bed, slipping into sweats, and jumping on the couch with your laptop to begin your workday, you could be blurring the line between work life and home life.

In closing, pay attention to how you arrive for the day because everything communicates.

## Maintaining Continuity from Home

### IGEL

Prior to the COVID-19 pandemic, remote working was a bit of an anomaly. Traditional office spaces created the means for workers to stay proactive, motivated, and successful – or so we thought. The recent outbreak proved humans are resilient; adapting to an abundant amount of changes and possibly re-writing what it means to “work” in a contemporary society.

The future of work as we know it is bound to change with many workers transitioning to a permanent work-from-home setup. As the traditional work environment is becoming obsolete, employees and executives alike can practice a few techniques to keep business continuity alive and well within their very own company.

**Create a home office.** - An employee’s new work environment does not have to be a state-of-the-art workforce. Simply creating an effective workspace separate from the rest of the home has countless benefits including increased productivity, heightened focus, and overall employee satisfaction. A dedicated workstation elevates a sense of worth and accomplishment one simply cannot obtain from their living room couch.

**Dress for success.** - The biggest obstacle employees face when beginning remote work is failing to set a regimented schedule. Despite a lack of commute and face-to-face office communication, employees should still dress for work – even in the comfort of their own home. Establishing this habit puts workers in the right mindset and keeps their focus on the business, not the environment in which they're in.

**Create a realistic schedule.** - Customers need to rely on their businesses now more than ever. Flexibility is key in making a remote business successful and in widened the doors of communication. Though it's crucial to maintain a work-from-home balance, regularly checking emails, answering calls, and providing outreach after hours, makes all the difference to the client.

Traditional work, as we know it, has dramatically changed. From before COVID-19 to the future of what remains, one thing is for sure; humans are spirited and headstrong, and if it's any consolation from the brilliant minds of Bill Gates, who created Microsoft from his parent's house, or Jeff Bezos, who started Amazon in his garage – one thing is for certain: work is something you do, not somewhere you go.

#### Working from home/staying connected:

- [Alternative HRD](#) working from home advice
- [Forbes](#) work from home advice
- [Lisa Ryan](#) work from home advice
- [Xonoday](#) work from home advice
- [IGEL's secure workspace](#) for home workers puts your entire desktop, right in your pocket. Deploy IGEL UD Pocket to enable business continuity and home working.
- [Stephen Shapiro](#) has offered his handbook on restructuring meetings and conferences to fit an online format.
- Maintain control by learning the steps of the [Faremouth Method](#) to step out of your comfort zone and regain control.
- Chris Hallberg from Traction Inc. has opened his library of case studies and is offering a free entrepreneurial operating system [consultation](#).
- Jennifer Wilkov is offering a [free coaching session](#) with the code CSTEFREE for 1st free session
- Jared Brick from Brick House Media Co has [pro zoom hosting tips](#) to share.
- [Download](#) Zenhustlers free WFH guide.
- [Coronavirus Tech Handbook](#)

## Keep Your Spirit

As executives and thought leaders our job is to lead and inspire. It's important to stay up, stay motivated and connected to your communities, your customers, your employees, and your trusted networks.

We're all human, and we're going through a little grief. We are losing things we don't have control over. As I sit in my home office in South Dakota, I see bald eagles flying over the river and my bridge. That gives me strength. That's my talisman. I encourage you to find yours. Use that to give your strength. Let's GO!

### **JEFFREY W. HAYZLETT**

Chairman & CEO, C-Suite Network

### **Continuity of Spirit: Go Now Without Knowing How**

Holly Duckworth, CMP, CAE, LSP

Founder C-Suite Network Mindful Leadership Council

Every business begins with the seed of Spirit, a person ready and willing to invest his or her energy to change something, solve a problem, create a solution, ease a pain. Whether your business started 70 years ago or 7-day days ago, there is a part of that business that goes beyond the four walls, cubicles, computers and widgets. Many refer to this as a calling. It is Spirit and it is undeniable. In, through and as all aspects of business products, services and processes is an energy and essence - Spirit.

We know the feeling of our favorite restaurant; its energy comes from the people who created it. If you close your eyes you can feel the feeling of your favorite retail business, the one you miss going to now. You can see it, feel it, sense it and know it. That is the spirit of business and no one person, place or pandemic can take it away.

In these times of possibility, C-Suite members, partners, contributors and the families we all belong to - both blood families and chosen family have an energy, have Spirit. Now is the time to recommit to that Spirit. Remember that first day you started your company and how you felt, the energy and excitement you'd said "yes" to, but to what you didn't even know yet. You were simply all in.

On March 13, the day the energy shifted in Colorado, as doors closed, cars parked in driveways and home offices and schools were shuttered, I stood on my patio overlooking the Rocky Mountains and there was a stillness. Stillness of Spirit. Suddenly the problem email, challenging customer, terrible traffic, it all fell away. The next morning that stillness moved slowly to the

seed of a new day. For leaders at all levels it was time to step into the continuity of Spirit and accept the new plan.

Some say there is no place for Spirit at work. I say, there is no place that Spirit, energy, passion and drive does not already exist. As the founder of the [C-Suite Network Mindful Leadership Council](#) we are the premiere community for where mindfulness and leadership connect. Mindfulness is defined as the practice of being present in the moment, its awareness and acceptance. Mindful practices invite you to connect to your Spirit. As a council, we work to create, contribute, and advance mindful leadership as a practice in the business and workplace. This is an elite group of professionals dedicated to the application of what mindfulness is, and the advancement of personal and emotional support for leaders to grow the income and impact of their businesses.

As you create your continuity of success and Spirit in your business remember, the birds don't know where they are going, neither do the rivers, or the stars. Yet they go anyway. Go now without knowing, mindfully, in the present moment. Trust that all is provided, use your resources found here at the C-Suite Network. Use this guide and please download our council book [Everyday Mindfulness for the C-Suite: 30 Days to a Calm & Powerful Executive Presence](#), our gift to you.

([www.LeadershipSolutionsIntl.com/ebooks](http://www.LeadershipSolutionsIntl.com/ebooks) password: ebook)

Keep your sense of Spirit, passion and wonder. Virtually grab the hand of your co-worker and flow forward without knowing how. Mindfully honor the present moment in every moment of our new creation.

This Spirit, essence, vision and energy is our gift as human beings – not human doings. In the weeks ahead as we release the old and step into the new keep your heart and passion; accept, allow and advance your Spirit in new and profound ways. Go now without knowing how and let your Spirit show you the way.

## Mindful Resources

- Practicing wisdom can help keep stress down and your body healthy. Try this [awareness exercise](#) with Cristina DiGiacomo
- Think about taking time to stretch and move, even in quarantine. Julie (Juju) Christopher offers [advice](#) on yoga and grounding
- Executives transitioning positions or experiencing job loss, here is a 12 hour coaching program from Executive Coach, [Kimberly Roush](#)
- [Download](#) a complimentary copy of Everyday Mindfulness for the C-Suite from Holly Duckworth, Founder of the Mindful leadership Council
- Stress has a physical effect on the body, [learn](#) how to manage the mental burden of stress with [Tina Greenbaum](#) or schedule a [1-hr consultation session](#).

- If you or someone you know is struggling reach out to [Kristie Knight](#) for mental health support and suicide prevention strategies
- Keep your integrity in check with Stuart Brody's [Integrity Quotient test](#)
- Julie Ann Sullivan has provided: [Diversity & Inclusion – Different Perspectives](#)
- AJ Goodwin has offering the [healing power of music](#), perfect to meditate to.
- LeAnn Thieman has a [guide](#) to Selfcare and improving resiliency and retention.
- Karen Bayles is offering a free [30-minute vivid](#) vision call to help you find clarity in the COVID era.