

# Financial Review

How has COVID-19 impacted the financial performance of your organization?

Time Comparison:

Data				Processes and Routines	What Worked
<ul style="list-style-type: none"> <li>Profit &amp; Loss</li> <li>Aging Receivables</li> <li>Balance Sheet</li> </ul>		<ul style="list-style-type: none"> <li>Profit Margin</li> <li>Total Sales</li> <li>Liabilities</li> </ul>			
Type	New Data	Old Data	% Change		
					What Didn't



# Products & Services Review

How has COVID-19 impacted the products & services of your organization?

Time Comparison:

Data				Processes and Routines		What Worked	
<ul style="list-style-type: none"><li>• Sales of different things</li><li>• New product launches</li><li>• Returns/recalls</li><li>• Discounts Given</li><li>• # of Customers</li><li>• % of Repeat Customers</li></ul>							
Type	New Data	Old Data	% Change				

What Didn't

# Marketing Review

How has COVID-19 impacted the marketing, advertising, and communications of your organization?

Time Comparison:

## Data

- Website Hits
- Facebook/Instagram Hits
- Advertising Spend
- # Posts
- # Engagements on Social Media

## Processes and Routines

## What Worked

Type	New Data	Old Data	% Change

## What Didn't

# Key Takeaways

Look back over the previous pages. What are 2-3 takeaways for each of the areas of your organization?

Financial

Human Resources

Products & Services

Marketing

