

# BUSINESS CARDIO PLAN

Build A Plan To Protect Your Business



A Training Program by  
Bronwyn Reid | Small Company, Big Business

*Helping Small Businesses Find Stability In A Complicated World*

# CARDIO Business Plan

This Program is based on the content of my book *Small Company, Big Crisis: How To Prepare For, Respond To, And Recover From A Business Crisis*.

The content of the book, in turn, is based on my own experience of crises over my lifetime, and many years in business.

## The next crisis

The one big lesson I have learned is that life isn't smooth sailing. It seems that no sooner do we recover from one crisis when another one comes along.

And that is exactly what does happen.

Yet we are always surprised when the stockmarket tanks, a busfire hits, a flood invades our town or city, a global pandemic breaks out ...

Why are we always taken by surprise?

## So why aren't we prepared?

If being prepared for a potential crisis is valuable, why doesn't everyone do it?

There are several reasons, but one big hurdle for small business owners is complexity. This type of planning is an entire area of business study and business practice by itself. It is a whole academic discipline, with all the associated acronyms, special meanings assigned to seemingly innocent words, International Standards and yes, jargon...

For example, a Business Continuity Plan is not the same as an Innovation Plan, or a Resilience Plan, or a Risk Management Plan ... You get the idea.

It's no wonder so many small business owners avoid the topic altogether!

## Why this Program?

The purpose of this Program is to strip away that complexity, and give you the opportunity to learn from my own experiences (and mistakes!).

I want to help **you** prepare for when the next, inevitable, business crisis comes your way.

## Why CARDIO?

The CARDIO Plan you will build during this Program combines parts of that complexity with a simple, solid, tried and tested framework that will give your business the strength to thrive in a complex world.

Continuity

Adaptability

Resilience




Dexterity

Innovation

Opportunity

## What's in the Program?

### The CARDIO framework has 8 elements:

-  Look around for bad things that could happen to your business.
-  Write them all down. This is the start of your Business CARDIO Plan.
-  Really examine those hazards, and assess how likely they are to happen. In other words, what is the RISK of it happening.

# Business Resilience Plan

🔍 Ask whether you can stop that thing from happening. If you can't stop it happening, can you lessen the likelihood of it happening, or the damage that will result?

⚠️ Decide which potential crisis events need your attention first.

📄 Complete your Business CARDIO Plan.

🚀 Engage when the crisis event hits and put your planned activities into action.

🏠 Use your plan to help you recover.

Lastly, I will give you 6 actions you can take to be prepared when a crisis comes knocking on your door.

## What will I take away from the Program?

At the end of our time together, you will have:

- ➡️ A fully-formed Business CARDIO Plan
- ➡️ A through understanding of your own business and the hazards it faces
- ➡️ A way to spot potential trouble on the horizon
- ➡️ Better data for decision making in your business
- ➡️ A way to minimise damage to your business when something goes wrong
- ➡️ The confidence to communicate with your team and other stakeholders about the future of your business
- ➡️ The means to create a culture of sensible risk awareness and management in your business.

And most of all, the **peace of mind** that you have done as much as you can to protect your business, your family, and those who depend upon you.

## What investment is required?

Of course you will be investing your time:

- ➔ Participating in the group sessions
- ➔ Applying the lessons from each session to your own Plan
- ➔ Sharing suggestions and feedback to your fellow participants
- ➔ Liasing with your team and/or other stakeholders.

## And the financial investment?

I know that you will already have several types of business insurance in place.

Think of the 10 week investment of your time as another insurance policy - but one that is potentially more valuable than some of those you already have.

## Ready to start?

- ➔ Email Bronwyn directly on [bronwyn@bronwynreid.com.au](mailto:bronwyn@bronwynreid.com.au). We will set up an initial Zoom session to make sure this Program is right for you.
- ➔ Once you have accepted a place in the Program, the next start dates will be advised.
- ➔ Payment can be made by Credit Card or PayPal.

I look forward to learning about your business and helping it succeed.

A handwritten signature in black ink that reads "Bronwyn". The script is fluid and cursive, with a large initial 'B'.



**BRONWYN REID**  
*Small Company, Big Business*