



Survive and Thrive

April 2020

Disruption like we are experiencing often puts us in “survival” mode. Recently, there has been a good reason. Both personally, as well as on the business level, disruption interrupts our normal. This disruption is uncomfortable, but as uncomfortable as it is, it also is an opportunity. In this case our challenging business situation can provide the perfect opportunity to learn, plan, prepare and generate the confidence and the resilience necessary for long term growth and Corporate Sustainability. So, our focus is to survive first and because of these efforts and our focus, we will thrive.

What do we do now? - Today! - The focus is Corporate Sustainability - Here is the Plan.

❖ **Protect Our Internal Employees**

HRO Corporate Sustainability starts with the health and wellbeing of our internal Employees. HRO will continue to pay our employees and provide benefits for the foreseeable future. We will do all that we can to maintain that commitment. HRO will protect its employees by doing the right thing while at the same time expecting the same from each of our employees. So, do the right thing. Be aware of signs and symptoms and your actions. While being safe, reach out and care for others. Thrive physically, mentally, and emotionally by balancing your life.

❖ **Deliver Superior Products and Services**

We pay employees - Deliver payroll in a timely and accurate manner. Now!...is the time to produce “Perfect Payrolls”. Commit to it. Our Clients and Employees count on it and they depend upon it. Details count....more than ever.

We provide HR Consulting Services - Serve as a trusted guide in these trying times. Build confidence. Establish and foster trusting relationships. In a constantly changing environment and under trying business circumstances staying current and topically abreast is a daily activity. To do so use trusted sources of information.

❖ **Deliver Outstanding Customer Service**

In all cases deliver sustained, consistent and personalized care to our clients and external employees. Fosters and nurture customer loyalty. Our culture drives this type of interface and problem solving. Commit to an attitude of service by:

- Being engaging and reassuring
- Being kind
- Maintaining and developing existing and new employee and client relationships
- Balancing response and communication - Don't overreact
- Being flexible
- Putting ourselves second
- Being a ray of light

❖ Continue To Improve Business Operations

We are in business and our employees are working. It may not be business as usual, but we are delivering. Corporate Sustainability reaches beyond this goal. It's about innovation and what I learn from the present circumstances. As we emerge in a changed and new business economy, let's work on a fresh way of doing business by:

- Being creative and adaptive
- Finding more, new, and efficient ways to offer and deliver our services or products.
- Ensuring we are prepared to support clients and employees. Responding accordingly
- Thinking out of the box and being collaborative
- Do a swot analysis - Know who we are, where we can and improve and how
- Identify critical business functions and necessary resources
- Improving cross functional teams and redundancy
- Fill your day with activities that use your strengths, skills and passion

❖ Maintain Our Financial Stability

In a cash intensive business, short term financial control, analysis and adaptability is crucial. In the longer term, how we address these needs establishes the base for Corporate Sustainability. We accomplish this by:

- Maintaining liquidity through the course of hardship
- Taking proactive steps and stay ahead of the curve and need
- Building contingency plans
- Measuring, monitoring, analyzing and forecasting
- Establishing key trigger points
- Maintaining expense controls and monitoring

❖ Our Future - Growth and Development

Our short term focus is survival, but at the same time not losing track of where we are going.

HoneyComb - We will continue to:

- Pursue the identified design and the development path with vigor
- Implement step "2" processing - External processing
- Identify successes and capitalize on them
- Recognize and fix areas of weakness

Marketing - We will:

- Be respectful of survival conditions
- Evaluate current practices - Working with Giant Partners
- Identify market segments and identify opportunity for growth
- Look beyond normal methods and channels
- Develop multiple approaches and marketing flexibility
- Look outside the box for corporate sustainability

❖ Prepare For A Different Business World

We have been presented with a learning opportunity. Let's not squander it but value it. We will recognize and fix current weaknesses and inabilities that were exposed and capitalize and act on positives that were uncovered. The commitment to innovation and responsibility will pay off within the company as well as within the marketplace.

Keep in mind that during times of unpredictable challenges... resilience and grit are key - We will Survive and We Will Thrive. Attack every day with passion and determination. Above all, stay encouraged and enjoy your work, the journey and the experience. **gl**