

The 4 P's For Creating Your Triage Business Plan

1) Process Data

	People	Safety	Money	Resources	Relationships
What does normal look like?					
What is different today?					
What are the impacts of changes today?					
What are long term implications?					

2) Prioritize Action

Comparing the actions that you have labeled in the grid with your Mission, Vision and Values.

1) What are the highest priority activities for TODAY?

2) What are you letting go of today? (What NOT to do)

3) Prepare Others

Setting expectations is one of the most important things you can do for your business right now. Remember, people are in a state of overwhelm - and uncertainty is often worse than disappointment.

1) What is your audience unclear about? If you don't know, ask them!

2) List the unknowns. What decisions can't you make?

4) Proactive Communication

Address concerns whether you know the answer or not. If you don't know, don't guess. Provide an honest answer even if the answer is "I/we don't know yet".

1) Start at the beginning. Set the stage. Make sure there are no assumptions. Control common understanding.

2) Decide who needs to be communicating what. Who has authority here. Who is the best messenger for specific messages, including who it should not come from.

3) Who needs to be communicated with: employees, vendors, stakeholders, clients, family?

4) How will you communicate with them: e-mail, Zoom, telephone, live, conference call? Don't let the technology be the obstacle. It's the message that's important.

5) How often will you communicate: updates, manage expectations about turn-around times, regular frequency?

6) Title emails based on the subtopic that you are communicating in brackets for example: Subject: Updates [overtime]

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