Public health events and similar 21st century threats impacting business continuity require battle plans for immediate action while management and boards may face an extended period of financial and operational uncertainty. The COVID-19 crisis is one of those times when core operational impacts demand immediate leadership attention and rapid decision-making. Even organizations with robust emergency response and business continuity plans are under operational and financial stress to continuously prioritize, analyzes, and adapt. Ankura has identified 10 focus areas that should be top of mind with business leaders for accelerated consideration and execution during the current crisis.

Our experts with deep operating experience are prepared to help you and your organization manage through COVID-19.

**LIQUIDITY & BUSINESS PLANNING**
- Liquidity forecasting and maximization
- Restructuring and business plan development
- Analysis of business alternatives and capital requirements
- Stakeholder (investors, lenders, vendors, employees) communications and negotiations
- Debt restructuring and capital raising
- Lease restructurings and landlord negotiations

**HUMAN CAPITAL**
- Program, practice, and workforce evaluation, rationalization, and optimization in context of COVID-19 legislation
- Direct cost reduction strategy and execution
- Workforce engagement and crisis communication
- Human capital recovery and reconstitution planning
- Workforce retention

**SECURE REMOTE WORKFORCE**
- IT infrastructure that supports a mobile workforce
- IT ecosystems to mitigate short-term vulnerability
- Cybersecurity in a virtual environment, including securing cloud environments and security training

**GOVERNMENT AID**
- Pursuit of funding sources to address business interruption losses or capitalize on policy-focused economic development initiatives
- Mitigation of clawback risk through application submission and compliance controls implementation
- Response to government inquiries

**CRISIS COMMUNICATIONS & MESSAGING**
- Communication strategy, planning, and execution across stakeholder groups
- Communications asset development

**VIRTUAL PROJECT EXECUTION**
- Execution of critical initiatives in a virtual/volatile environment
- Analysis and remediation of virtual operations regulatory implications
- Virtual facilitations for crisis management and other strategic initiatives

**OPERATIONS & BUSINESS CONTINUITY**
- Business continuity planning and execution
- Interim management (CRO) and crisis task force leadership
- Emergency manual work-arounds
- Rapid impact performance improvement
- Supply chain stabilization
- Governance refinement for virtual operations

**GEOPOLITICAL IMPLICATIONS**
- Operational implications of the overarching geopolitical landscape
- Political and economic outlook
- National and global supply chain disruption
- Risk mitigation strategies given heightened potential for conflict

**BUSINESS INTERRUPTION CLAIMS**
- Loss exposure quantification, tracking, and documentation assembly
- Loss quantification/claim management for business interruption, extra expense, and communicable disease recovery claims
- (U.S. Only) FEMA/CARES Act Claims preparation and settlement management
- Update of business income insured values for renewals due to change in economic/operating conditions

**BUSINESS RECOVERY & RECONSTITUTION**
- Value recovery, liquidity, and re-start optimization strategies
- Managing priority recovery of essential functions/processes
- Vendor continuity recovery and alignment
- Portfolio rationalization and sequencing
Sustaining Operations During Crisis

Periods of crisis call for immediate and targeted examination of the business, with an acute focus on prioritizing short-term strategies to sustain key operations. Key steps include:

1. **TRIAGE**
   - Telephone, email, and video access to Ankura experts in the 10 focus areas for tactical support across the immediate decisions your organization is facing.

2. **EVALUATE**
   - Deeper analysis of functional or strategic considerations, options and opportunities, including recommendations to mitigate your organization’s risk and best position your business.

3. **EXECUTE**
   - Drive performance enhancement opportunities, both short- and long-term.

4. **ITERATE & ADAPT**
   - Monitor business performance and adjust strategies to maximize stakeholder return and business stability.

**RAPID RESPONSE TEAM**

Our Rapid Response Team is ready to assist your organization in navigating the complexities of COVID-19. Our experts have proven experience across a variety of business inflections and we will leverage our industry and business lifecycle knowledge to share insights and inform your business response to mitigate risks and drive performance.

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**GET IN TOUCH**

Call or email your Ankura advisors or reach out [here](#) if we can help your organization sustain business operations during COVID-19.

**ABOUT US**

Ankura is a business advisory firm defined by HOW we solve challenges. Whether a client is facing an immediate business challenge, trying to increase the value of their company or protect against future risks, Ankura designs, develops, and executes tailored solutions by assembling the right combination of expertise. We build on this experience with every case, client, and situation, collaborating to create innovative, customized solutions, and strategies designed for today’s ever-changing business environment. At Ankura, we know that collaboration drives results.