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## Tips and Resources for small Business Owners Navigating the Pandemic

The COVID-19 pandemic has forced much of the world to shut down, which created a particularly challenging situation for most small business owners. Even though restrictions are being lifted in many areas, you might be wondering how to proceed with your business. Below, find information that will help your business navigate the environment created by COVID-19.

### **Adapting Your Business**

The pandemic has caused unprecedented changes in a short amount of time. As a small business owner, it's crucial to think about ways that you can keep up with the times and continue offering products or services that people need.

- Offering [curbside pickup](#) isn't just for restaurants.
- Consider whether you can start selling any of your products through [e-commerce](#).
- If you offer in-person services, try [going virtual](#) instead.

- Use [online tools](#) to highlight and advertise any virtual services that you offer.

### **Developing a Work-From-Home Policy**

Depending on the type of business you own, you may find that the best solution is to develop a policy for working from home.

- When adopting remote work for the first time, be sure to think about [these practicalities](#).
- Take a look at your [employment contracts](#) and make amendments if necessary.
- Think about how your team will [perform together](#), and have a plan for communication.
- If you need to find people who can work remotely, [search for candidates](#) through online job boards such as Upwork.

### **Making a Plan for Reopening**

Remote work has its benefits, but it doesn't work for every type of business. These tips can help you keep everyone safe as you gradually reopen your doors to the public.

- Before reopening, do upgrades you've been waiting to complete, such as installing new [carpet tiles](#).
- [Posting signs](#) that encourage social distancing can help keep everyone safe.

Helping your business survive the pandemic requires that you're flexible and, at times, creative. Offering virtual services, making a work-from-home plan, and reopening to the public are all viable choices. However, you'll want to weigh the short- and long-term benefits of each option before devoting any of your resources.