



Business as Usual?

The Covid-19 pandemic has forced all businesses to transform their ways of working. Some businesses have been able to make rapid changes to the way they interact with staff, customers and suppliers and to continue to trade. Some, such as our clients in retail and hospitality, have had an enforced break, but now and in the coming weeks, will return to business with changed ways of working. There is no 'business as usual'.

But, whilst these changes to ways of working were unplanned, feedback from clients and business leaders at our online events ([click here](#) to register for our next event) has been that working in these new ways has resulted in benefits that they want to maintain going forward. Homeworking has reduced commuting and improved the worklife balance of staff and if maintained, will lead to a reduction in office space and overheads. Communicating with customers virtually has improved reach and maintained customer relationships in a cost-effective way and moving transactions online has reduced the time and cost of handling cash and cheques.

But remember your high school science; 'for every action there is an equal and opposite reaction' and the old adage about 'the other side of the coin'? New ways of working have also brought downsides.

Managing people, data and income is more challenging. Cyber risk has increased significantly and so has the need for investment in tech (which ages and goes out of date faster than a good French cheese; smart businesses are planning for tech investment on a regular basis). The fact that IT requires constant attention to continue to work effectively is leading to increased demand and cost for people with IT skills and line managers need new techniques for managing remote and agile workers. Customers are overwhelmed with emails; online seminar invites and social media promotions; effective communication and branding have taken on a greater importance if your business is going to stand out from the crowd.

So, what to do?

It is really important that all business leaders think about controlling the downsides of changed ways of working, as well as seizing the upsides. Here at Beaver and Struthers we are working with our clients on how to put processes in place to do just that. We are working with our clients on matters such as managing teams, IT security, payment processes, funding and income management, data protection and communication.

Your usual contact at Beaver and Struthers would be delighted to talk to you about how your business is doing, where it is going and how we can help you balance the seesaw of change.

Manchester | Blackburn | Birmingham | London - www.beeverstruthers.co.uk



**BEEVER
AND
STRUTHERS**

CHARTERED ACCOUNTANTS
AND BUSINESS ADVISORS

Disclaimer: Please note that this literature is provided for your information only. Whilst every effort has been made to ensure its accuracy, information contained in this literature may not be comprehensive and you should not act upon it without professional advice.