Secure Your Business – Webinar
Adapting Your Business During the Pandemic
March 30, 2020 at 4:00 pm

Hosts: Betsy Gardner Eckbert, President / CEO, Winter Park Chamber of Commerce
       Amie Morgan, AVP/Director of Programs, Winter Park Chamber of Commerce

Betsy Gardner Eckbert

- Provides information on what she is doing to lead the Chamber through this pandemic
- Once she realized the scope of this pandemic, she knew the team would need to pivot using a lean startup method.
- Reference Book – The Lean Startup
- This pandemic is not blizzard but a winter season
- Began thinking like a start-up business – very little capital, no ability to forecast, no sales history and limited resources
- Entrepreneurs have nothing to lose so they are willing to take different kinds of risks
- How to lead during a crisis –
  - We closed the Chamber building which was open to tourists around the world
  - Took care of staff by obtaining authority from the Executive Committee for advanced paid time off (PTO)
  - With the enormous needs in our community, employees were cross trained and transitioned into different roles
  - Aligned with our mission while creating new ways to support the business community
  - The team was ready to look at different ways to engage with our members
- Four (4) Key priorities at the Chamber –
  - Making payroll
  - Providing our members / community with information on accessing capital through business loans
  - Identifying the unmet needs in our community (food and shelter)
  - Rebuilding the business community
- Using the Lean Startup Method
  - Creating minimum viable product
  - Pivoting
- Create new business model
  - Key Components during pandemic
    - Leadership
    - Information – The Chamber provides a daily briefing
    - Execute
    - Validate
    - Embrace nimbleness
    - Create a workflow
    - Use a survey tool
  - Everyone can become more entrepreneurial; failures can be accepted and celebrated