## 7 Key Considerations for Recession Readiness

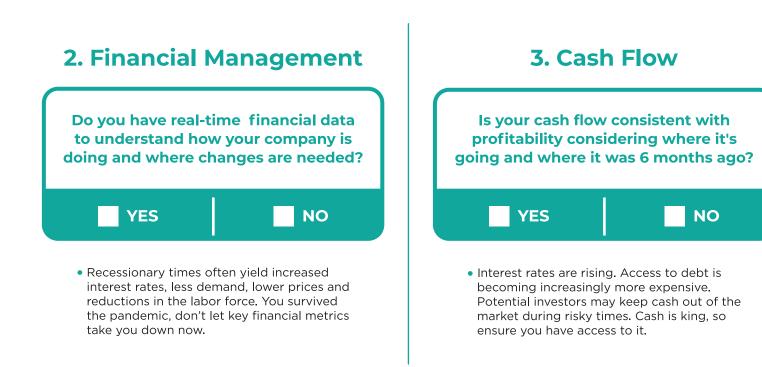


As the potential for a recession looms, there are proactive steps you can take for your business to prepare for the uncertain future. Below are a few questions to consider along with why these are important in recessionary times.

## **1. Business Operations**

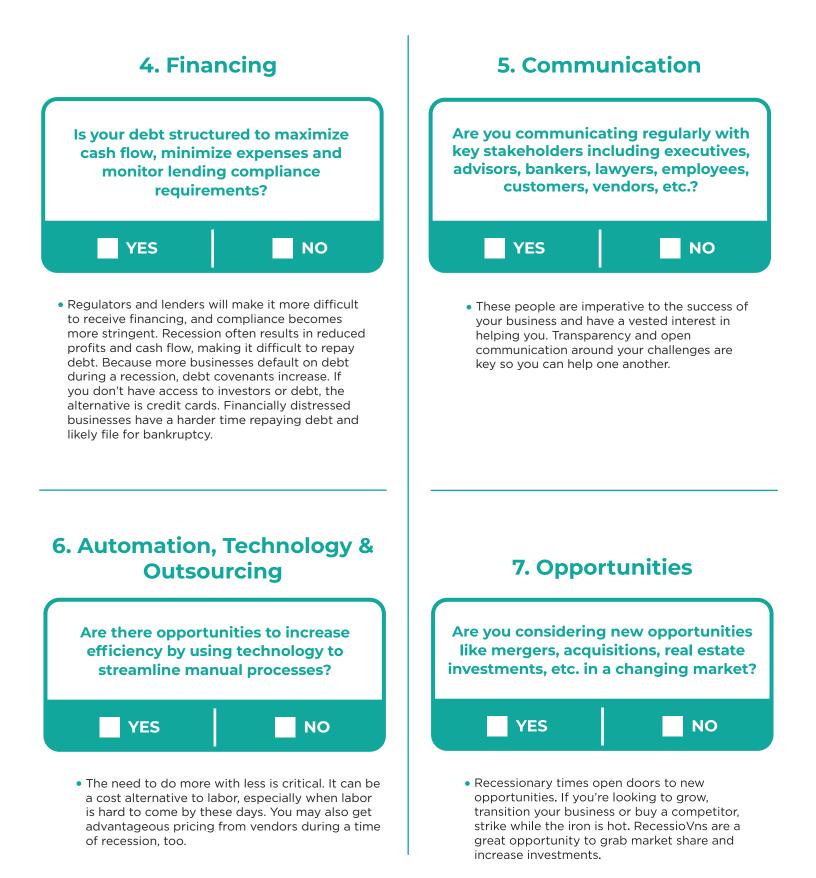


- Many things are out of your control. You need to look at where you fit in a recession and how it impacts your customers and vendors. There may be opportunities to pivot what you do to strengthen revenue.
- Focus on what's controllable vs. noncontrollable for the sustainability of your business. Focus on what you do best first, then on what needs improved to stay afloat during uncertain times.



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These are only a few of questions you should be asking for your business. While the future looks somewhat uncertain, the decisions you make today can have a significant impact on your success, or lack thereof, during a recession. If you answered no to any of these questions, especially to multiple questions, contact your Adams Brown advisor or Sean Kennedy at 913.491.5080 or skennedy@adamsbrowncpa.com.

