

# C12 NORTH TEXAS FLASH 5 SURVEY

## Taking the Pulse of Business Owners and CEOs

### COVID-19 Responses – May 2020

This survey covered the reactions to the COVID-19 situation for companies in North Texas. Thirty-seven responses were received for the following five questions.

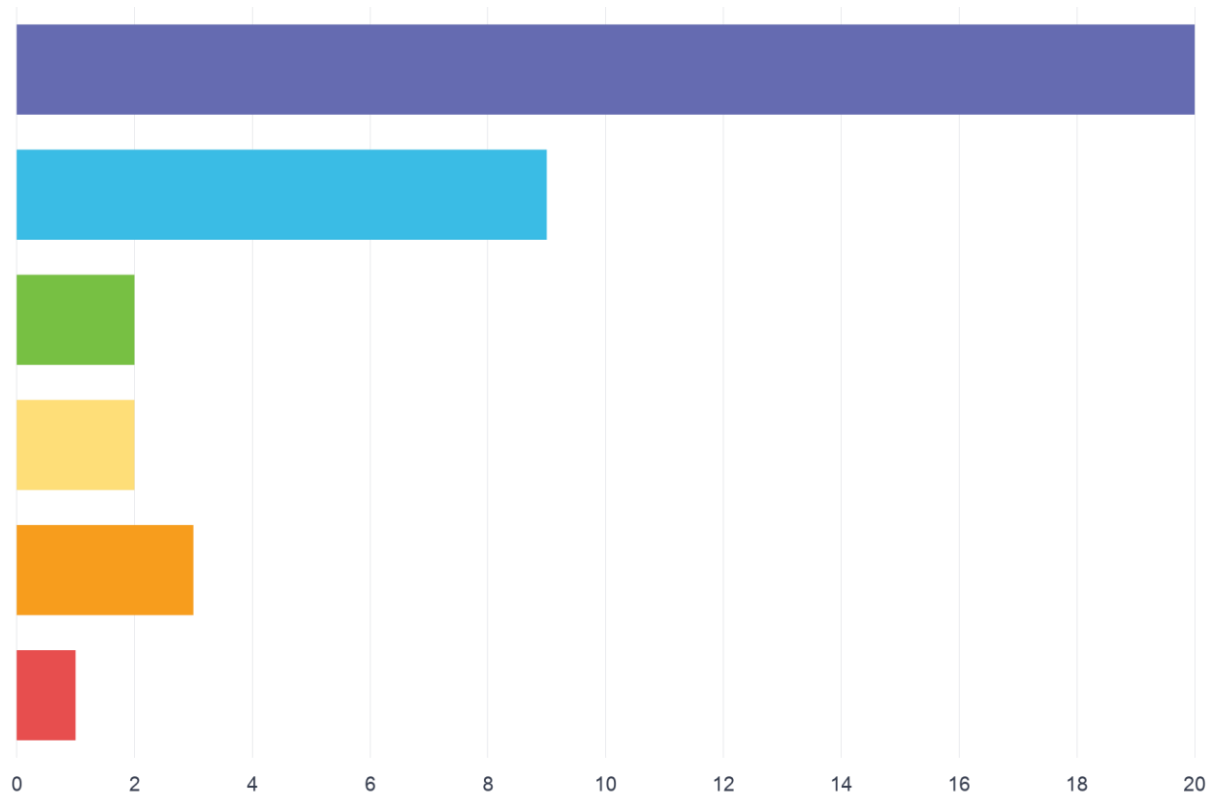
1. How quickly did you feel an impact to your company because of the COVID-19 related business restrictions?
2. Where have you seen the greatest impact to your organization?
3. What have been your biggest adjustments in the current crisis?
4. Where could you use the most help?
5. Who has helped you the most?

Overall observations.

- The impact was felt quickly and showed up first in sales and A/R issues.
- The most common adjustments were to increase remote work and revise the business strategy.
- The pressing need was for bridge funding (e.g., PPP).
- Many leaders turned to partners, peer groups or tried to figure out their next steps on their own.

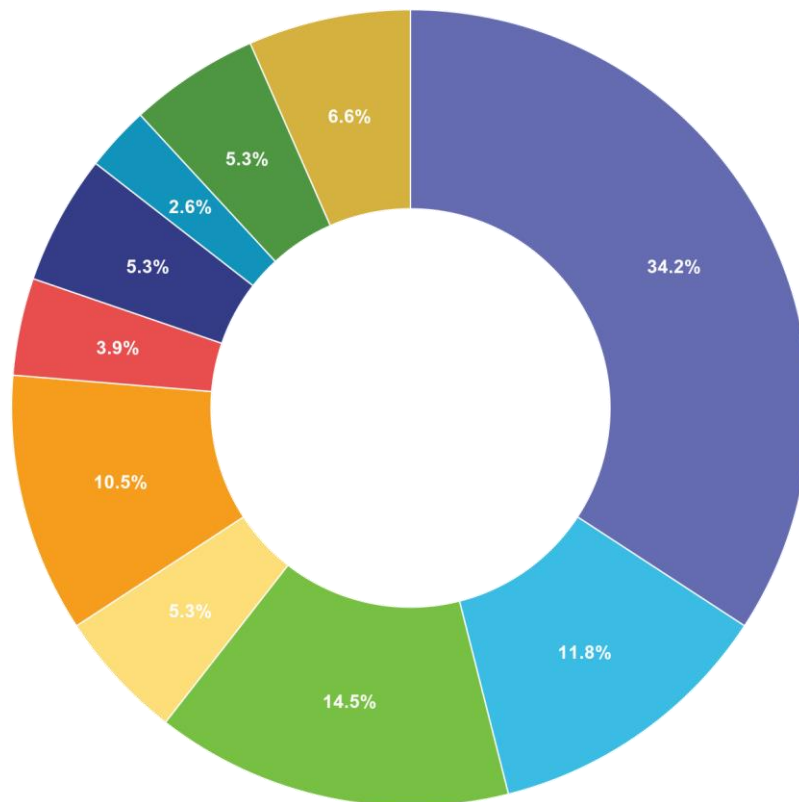
*Note: C12 North Texas is dedicated to serving Christian CEOs and Business Owners to help them create great businesses for a greater purpose.*

Q1 How quickly did you feel an impact to your company because of the COVID-19 related business restrictions?



	Choice	Totals
●	Immediately	20
●	1-2 Weeks	9
●	3 Weeks	2
●	4 Weeks	2
●	No Impact	3
●	Other	1

Q2 Where have you seen the greatest impact to your organization?

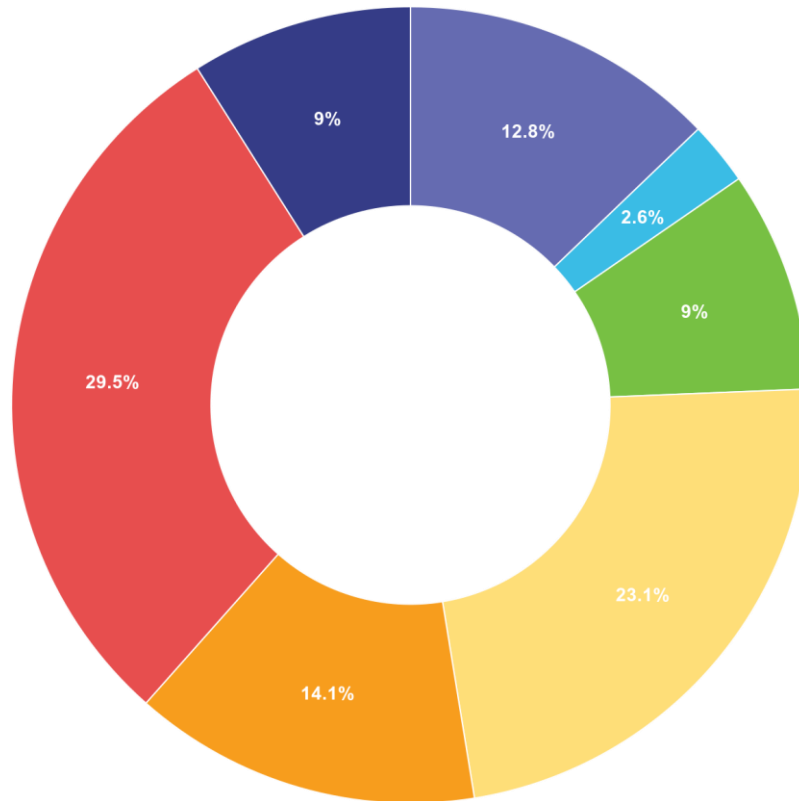


Responses 37 Answered 37 Unanswered 0

	Choice	Totals
●	Sales	26
●	Account Receivables Collections	9
●	Order Cancellations/Delays	11
●	Funding	4
●	Average Orders	8
●	Account Payables	3
●	Employee Retention	4
●	Employee Engagement	2
●	Employee Morale	4
●	Other	5

### Q3 What have been your biggest adjustments in the current crisis?

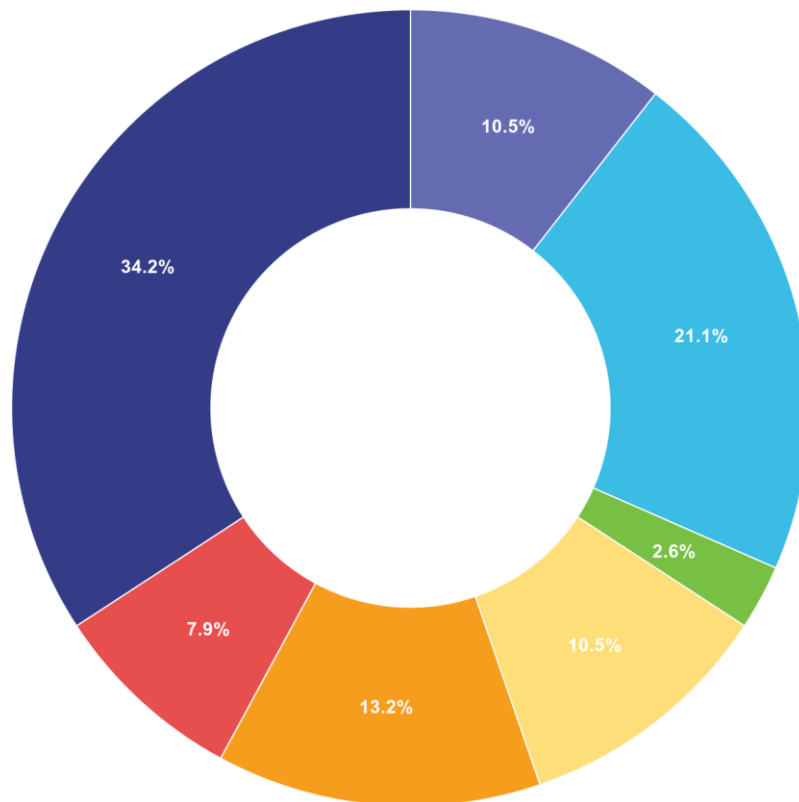
Multiple Choice



Responses 37 Answered 37 Unanswered 0

	Choice	Totals
●	Reduced Staff	10
●	Increased Staff	2
●	Secured Financing	7
●	Increased Remote Work	18
●	Altered Customer Communications	11
●	Revised 2020 Strategy	23
●	Other	7

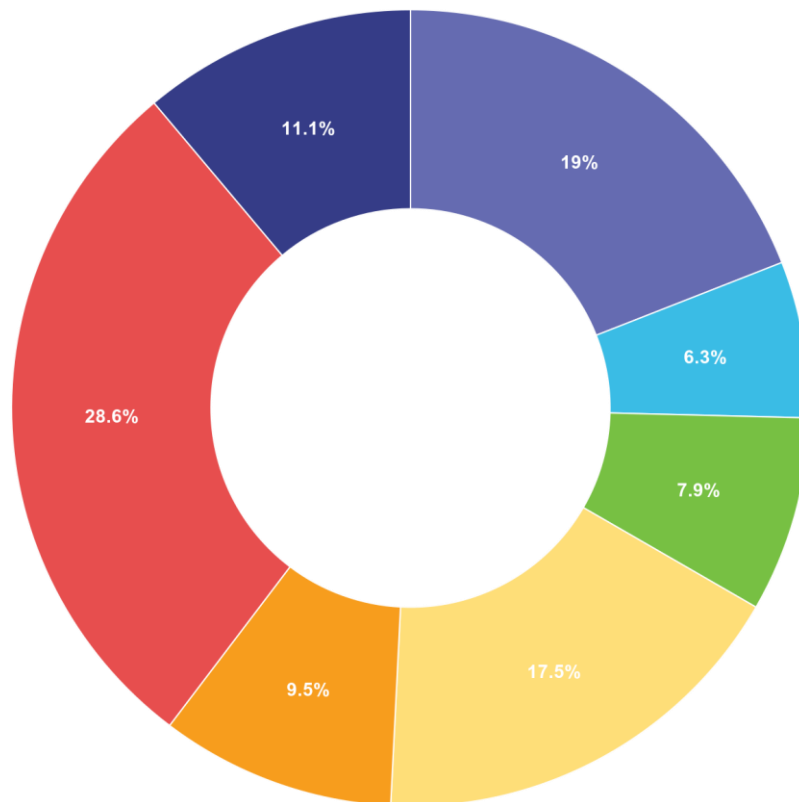
#### Q4 Where could you use the most help?



Responses 37   Answered 34   Unanswered 3

	Choice	Totals
●	Obtaining Financing (e.g., PPP)	4
●	Figuring Out a Winning Strategy	8
●	Keeping My Employees	1
●	Adding the Right Employees	4
●	Providing Effective Leadership	5
●	Managing My Apprehension/Fear	3
●	Other	13

## Q5 Who has helped you the most?



Responses 37 Answered 37 Unanswered 0

	Choice	Totals
●	Business Partner(s)	12
●	Financial Advisors	4
●	Friends/Family	5
●	Peer Group	11
●	Coach/Consultant	6
●	Done things on my own	18
●	Other	7