**Part I**

***Imagining or Reinventing Your Business or Product Idea During a Pandemic***

**Reflection Questions**

To apply the principles and concepts presented in the online presentations to your own business or product idea, watch each online session listed below and prepare your responses.

***Online Session #1: Conducting an Initial Assessment***

1. Conduct an initial assessment of your current business and describe how the pandemic has impacted various areas of your business including:
   * Customer Needs and Behaviors
   * Delivery or Distribution Channels
   * Physical and Technical Assets
   * Production Process & Supply Chain
   * Marketing Tools & Channels
   * Skill and Expertise
   * Cash Flow

If you do not have an existing business, think about how you may structure your future business or product idea in the areas identified above given what you know about existing conditions.

***Online Session #2: Society Operating Assumptions***

1. A solid business is based on fulfilling unmet needs or taking advantage of new or emerging opportunities. As you think about the future, what do you anticipant will be some of the unmet physical, emotional, social, or spiritual needs of people as society emerges from the pandemic? How will people try to meet these needs?
2. Are there ways you may be able to leverage technology to create, redesign, or grow your existing or new business? If so, how?
3. What economic forces may influence your proposed business or product idea?

***Online Session #3: Industry Operating Assumptions***

1. What are the emerging trends occurring within my industry that may impact the future state of my business or product idea?

***Online Session #4: Community Operating Assumptions***

1. What concerns do you think your community will have as the pandemic subsides?
2. How do you think your community will respond to these concerns?
3. Are there future forces within the community that may impact your business?

***Online Session #5: Individual Assessment***

1. Look back over your career and list the strengths, skills, and professional experiences you have developed over your lifetime.
2. List your hobbies and brainstorm potential revenue generating ideas.
3. Develop a list of the individuals, groups and organizations included in your personal and professional network and brainstorm ways you may be able to leverage your network to create business opportunities.
4. Consider your physical assets and brainstorm potential ways you can use these assets to generate revenue.
5. Why do you want to pursue your business or product idea? What’s your why?

***Online Session #6: Imagining Your Future State Business***

1. List some operating assumptions you will use to guide the development of your future state business.