

Our Best Advice for Powering Through the Crisis

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Since March 2020 we've published many articles about how small businesses, family businesses and startups can survive this pandemic, build resilience and get ready for what comes next. Here they are in one place.

[5 Ways Family Businesses Can Adapt to Covid-19](https://familybusiness.org/content/5-ways-family-businesses-can-adapt-to-covid-19)

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Family businesses have a big weapon against setback: their ability to rally the team and re-group. But crisis often forces them to reckon with long-ignored issues.

[A Shock to the System: How Family Businesses Can Survive Covid-19](https://familybusiness.org/content/a-shock-to-the-system-how-family-businesses-can-survive-covid-19)

(<https://familybusiness.org/content/a-shock-to-the-system-how-family-businesses-can-survive-covid-19>)

Family firms account for an estimated two-thirds of the overall businesses worldwide. An assessment tool helps them judge how vulnerable they are.

[Will Older Family Business Owners Finally Get the Pandemic Help They Need?](https://familybusiness.org/content/Will-older-small-business-owners-finally-get-the-pandemic-help-they-need-t)

(<https://familybusiness.org/content/Will-older-small-business-owners-finally-get-the-pandemic-help-t>)

The coronavirus pandemic has been especially vicious to America's small business owners — including those over 50.

[Doing Good Can be Good Business](https://familybusiness.org/content/doing-good-can-be-good-business)

(<https://familybusiness.org/content/doing-good-can-be-good-business>)
Family businesses, deeply embedded in the community, have had the chance to build good will during the pandemic. Here are five steps to make sure customers don't forget.

[How New Industries Could Grow Out of the Fight Against Covid-19](https://eiexchange.com/content/how-new-industries-could-grow-out-of-the-fight-against-covid-19)

(<https://eiexchange.com/content/how-new-industries-could-grow-out-of-the-fight-against-covid-19>)

[es-could-grow-out-of-the-fight-against-covid-19\)](https://eiexchange.com/content/which-innovations-should-you-keep-when-the-crisis-is-over)

Although the COVID-19 pandemic is unprecedented in many respects, a historical perspective can teach us what happens when societies are faced with - and respond to - a grand challenge of this kind.

[Which Innovations Should You Keep When the Crisis is Over?](https://eiexchange.com/content/which-innovations-should-you-keep-when-the-crisis-is-over)

(<https://eiexchange.com/content/which-innovations-should-you-keep-when-the-crisis-is-over>)

Resist the urge to “return to normal.” Smart companies will identify the survival strategies that are worth keeping and make them better.

[Take a CLEAN Look at Your Business Post-COVID19](https://eiexchange.com/content/take-a-clean-look-at-your-business-post-covid-19)

(<https://eiexchange.com/content/take-a-clean-look-at-your-business-post-covid-19>)
The pandemic has given small business owners a clean slate upon which to reinvent their companies, and a tool kit for surviving the next crisis.

[Will Your Business Insurance Reimburse You for Covid-19 Losses?](https://eiexchange.com/content/will-your-business-insurance-reimburse-you-for-covid-19-losses)

(<https://eiexchange.com/content/will-your-business-insurance-reimburse-you-for-covid-19-losses>)
The legal precedent is there: You could get paid from your business interruption insurance.

[A Guide to Round 2 of the Stimulus](https://familybusiness.org/content/a-guide-to-round-2-of-the-stimulus)

(<https://familybusiness.org/content/a-guide-to-round-2-of-the-stimulus>)
If you didn't get help the first time around, get your application in now. Here's what to expect and how to get ready.

[Say Goodbye to Handshakes and Hugs](https://eiexchange.com/content/say-goodbye-to-handshakes-and-hugs)

(<https://eiexchange.com/content/say-goodbye-to-handshakes-and-hugs>)



Among the many things that will change when the pandemic is over: how we greet one another at work. What we can learn from the more standoffish cultures.

What Entrepreneurs Can Learn From Kiwi Crisis Management(<https://eiexchange.com/content/what-entrepreneurs-can-learn-from-kiwi-crisis-management>)

New Zealand escaped relatively unscathed from the pandemic because its leaders relied on data, communicated frequently and transparently, and considered the human impact of decisions.

What Family Businesses Should be Doing Now (<https://familybusiness.org/content/what-family-businesses-should-be-doing-now>)

As family firms temporarily close down or adjust their business models to the pandemic, they should also be taking this time to improve multiple facets of their businesses.

Is the Sharing Economy Over? (<https://eiexchange.com/content/is-the-sharing-economy-over>)

Post-pandemic, we will still be able to use sharing platforms for vacation homes rides and other services. But we may see more regulation and a shakeout of the weaker players.

Videos for the Global Family Business Community (<https://familybusiness.org/content/videos-for-the-global-family-business-community>)

These are challenging times for family businesses. These videos share best practices that help business owners and people who teach family business courses weather the crisis and manage what comes next.

COVID-19: Understanding the Board's Key Role During a Crisis (<https://familybusiness.org/content/cover-19-understanding-the-boards-key-role-during-a-crisis>)

Companies that can tap their boards' crisis mitigation skills will likely have an edge over companies whose owners don't recognize the board's potential or can't encourage board members to step up.

The Founder of Zoom Shares What's Next

(<https://eiexchange.com/content/the-founder-of-zoom-shares-whats-next>)

Zoom founder Eric Yuan told an online audience what keeps him up at night.

How to Keep Your Favorite Business From Going Under(<https://eiexchange.com/content/How-to-keep-your-favorite-business-from-going-under>)

Your favorite restaurant, specialty store, online retailer or mom-and-pop place needs allies during this struggle. How to be one.

Working From Home: Tips for Employees and Business Owners (<https://eiexchange.com/content/working-from-home-tips-for-employees-and-business-owners>)

If you're still struggling with remote work, check out these best practices from Northeastern University professor Jay Mulki.

Family Office Continuity in the Time of COVID19 (<https://familybusiness.org/content/family-office-continuity-in-the-time-of-covid19>)

The people who manage the family's wealth, personal affairs and behind-the-scenes parts of the family business have the chance to help the family focus on the future.

How to Care for Your Team During a Crisis (<https://eiexchange.com/content/how-to-care-for-your-team-during-a-crisis>)

Now more than ever, your employees need reassurance and a plan. How to manage the human side of your business during a period of crushing uncertainty.

Rob Roquitte of eCIO: Growing a Business During a Crisis(<https://eiexchange.com/content/rob-roquitte-of-ecio-growing-a-business-during-a-crisis>)

In this EIX interview, the financial services company founder shares how he pivoted when the crisis hit.

Family Businesses Can Help One Another (<https://familybusiness.org/content/family-businesses-can-help-one-another>)

Along with facing their own struggles during the pandemic, family business leaders and employees often

feel dismay when another admired family-run enterprise is floundering. How to keep your favorite business from going under.

Virtual Care Startup Zipnosis Aids in the Fight Against Coronavirus

(<https://eiexchange.com/content/virtual-care-startup-zipnosis-aids-the-fight-against-the-coronav?search=zipnosis>)

This digital health company based in Minneapolis is playing an important role in enabling patients to communicate with health care providers without leaving their homes.

Technology Tools for Working or Teaching Remotely

(<https://eiexchange.com/content/technology-tools-for-working-or-teaching-remotely>)

We've all heard of Zoom by now. But have you heard of Slack, Calendly or Airtable?

Coronavirus: 10 Things that Family Businesses Can Do Now

(<https://familybusiness.org/content/coronavirus-10-things-that-family-businesses-can-do-now>)

Immediate steps for when the crisis really hits.

How These Entrepreneurs are Pivoting in the Pandemic(<https://eiexchange.com/content/how-these-entrepreneurs-are-pivoting-in-the-pandemic>)

Four midlife business owners, including the former president of Trader Joe's, share advice that will help entrepreneurs of all ages.

How 1,100 Family Firms Grappled with Covid-19(<https://familybusiness.org/content/How-1100-family-firms-grappled-with-Covid-19>)

A survey showed that some are discovering untapped strengths and building resilience, but others are finding long-ignored weaknesses are making things worse.