Recessions can provide opportunity

Downturns change our habits drastically, but some industries survive and potentially even grow during recessions. Deloitte looked at the outlook for a variety of industries.6

**Action:** Consider which industries and products are doing well, and use those insights to brainstorm how you might pivot, and potentially grow, your business.

**Policy makes a big impact**

Historically, the government has been quick to respond to crisis. Consider these extensive responses to previous economic challenges.

**Action:** Stay on top of new regulations, policies and aid packages. They can provide opportunities for growth and affect how your business operates.

**Perspective is powerful**

How long did it take to recover from the last recession? It depends on your perspective.

**Action:** Prioritize day-to-day observations and customer feedback ahead of big-picture data.

**Recessions can provide opportunity**

Downturns change our habits drastically, but some industries survive and potentially even grow during recessions. Deloitte looked at the outlook for a variety of industries.4

**Action:** Consider which industries and products are doing well, and use those insights to brainstorm how you might pivot, and potentially grow, your business.