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## Cultural discourse analysis

Every choice made when running a business can affect the bottom line, but sometimes change is forced on businesses, and decisions become about trying to do the best in a bad situation. In these cases, a pragmatic business owner studies to see what effects can develop and how different reactions can change the outcome. To do this, they use impact analysis. Impact analysis is a proverbial look before the leap, what to do when that stops a foolhardy move that can come from a knee jerk reaction change. If any aspect of your business is disturbed, what are the consequences? How will this affect your team, your budget, profits, your losses and your future? Impact analysis is an official way to collect data and support pros and minuses in any change or disruption in your business. A good impact analysis will help you identify recovery strategies, prevention methods or tools to minimize the impact on business. Bursts can take many forms - from floods after a hurricane to something simpler, such as a reliable supplier in the closing store. Whether the disorder is large or small, it all has an impact. But traditionally, impact analysis is seen as a business continuity management, a must-do step in disaster relief, where more significant impacts are felt. Impact analysis is usually completed when there are negative impacts or difficulties to be encountered, and resolutions are found, often in the event of a disaster or other sudden and unintended effects. Recovering from such problems can often be accomplished in several ways, but if the full extent of the consequences is not known, there may not be a good basis on which resolutions can be made. The analysis is designed to change the odds by providing a better overall understanding before taking action. Often unforeseen changes are forced to do business, which means that there has been no preparation for this. Perhaps civil laws are changing in terms of working time or traffic zoning. Perhaps a change of location is required after an unexpected, dramatic rental increase or massive plumbing disaster unfolded. The supply chain may be disrupted. In all these cases, impact analysis can help management understand the true cost of the situation in which they are located and how to move forward. It's great that impact analysis helps in these situations, but it's such a useful tool that it shouldn't be relegated just to being used in emergencies. Whenever any major changes stand before a company, impact analysis can help provide clarity before impact decisions. After all, why you need business impact assessments comes down to the reality that the impact is rarely felt only on the bottom line. They affect branding, trust, loyalty, reputation and other aspects that are not black and white, which can have lasting consequences. Impact assessment it would be easier if it was just about the money, but there's a lot riding on change and disaster recovery with your business. Although the analysis of the impact of the business should be somewhat comprehensive, it is important not to go overboard and create an abundance of assessment categories. Too much data spreads too thin in muddy waters. Instead, a report shall be taken which shall share the impact between quantitative and qualitative effects. Quantitative is anything that affects profits and losses from a cash/cash out perspective. This would thus include loss of revenue, an increase in operating expenses and any penalties, fines or penalties resulting from the impact. Qualitative assessment is more about the rest of it – how it affects the customer, how it changes the brand's mood, any damage or credits to the company's reputation, and even whether bills can be paid immediately to maintain a good reputation with suppliers. There will be obvious categories that almost any impact assessment should include, for example, operating expenditure growth, loss of revenue and brand or reputational damage. But other areas studied must reflect the company's main mission. For example, let's say it's the doctor's office that has been hit by the floods. Perhaps the office could remain open despite the damage, but if it will cause particulate matter in the air or threaten the heat or comfort of the waiting area, then it is important to consider the safety and security of patients. It also has an impact. But shutting down too long and delaying services could be dangerous for some customers – however this factor could change the impact during, say, the summer months when many patients are on vacation against November when everyone is back at work and at school as the flu season rages. The parameters of the impact analysis vary greatly depending on the type of business involved, so it's important to understand what external factors can affect how your specific business thrives or doesn't work. Knowing this, select three or four categories for each quantitative and qualitative impact assessment and take detailed notes accordingly. To do this, make sure that you use current or up-to-date data and collaborate with other managers or employees to gain observations or insights, as their input can be useful for your strategizing. If you have an impact on the business, it is most likely from one of three categories: One is a loss that affects a building or store that can be caused by a fire, disaster, water damage and other situations that cause damage that is sufficient for a business disruption. Two are data and technology disruptions when you've lost your computer system or you've had a big technology or machine collapse that helps you make everyday work possible. Three are the loss of personnel and other resources that could be caused by, say, a widespread illness or an ongoing transit strike Sometimes , sometimes , post-disaster impact analysis is how to learn how to swim after falling off a boat - it's not ideal. Running impact assessments before a disaster happens is kind of like safe driving where you always have to be aware of what the driver of two cars before you do, not just the one in front of you. It prepares you so you are ready to act when things happen. Understanding things like costs and impacts on potential disruptions, such as floods and supply chain coups, allows you to create contingency plans so you can fly into action instead of figuring out where you stand. For larger companies, preemptive impact analysis can save the day if things go sideways down the road. For example, floods, ice storms and supplier problems can be planned in advance, and impact analysis can help. Often the impact occurs with some warning. The supplier may have allowed you to slip that they may not be able to provide you with a particular product brand or type of service on which you depend. By doing a business impact assessment, you can find out what actions are ideal if these changes need to be passed. Maybe you realize you can't accept those changes so you can source a new provider and possibly negotiate with them. You may find out that your trusted supplier finds an alternative so that you can evaluate whether it will work for you and your customers. Impact is a threat to your business, and threat preparedness plans are part of a smart business owner. But what if this is what they call a black swan event – something you can't predict that is completely unpredictable and unexpected? How do you pick up the pieces and understand what is really at stake? After the events of the black swan, the other possibility is that you are facing a crisis both known and prepared, or it is something that is known but unprepared. Regardless of the things, you will need to fly in action. You will need stable minded people at the wheel so you can figure out what to do next. All these situations mean that time is critical and action needs to be taken to ensure that they go without loss of income and prevent business disruption for longer than is necessary. With a system to back up data off site to maintain access to things like suppliers, employees and other contacts that you will need during impact recovery, you can start and operate significantly faster. In dire situations, you know, some experts do it for a living. Contacting a business crisis management company can help you get through the initial shock and formulate a faster action plan as their triage. It may be expensive, but you will need to weigh that toward the extra costs that might have hurt if you're left trying to figure out where to start on your own. Here is an example of a failed situation that benefits from doing impact before responding to bad news. Imagine you're leading a drive shop in a busy corner. The news comes down to the fact that regional transit authorities have approved a new bus line that runs parallel to your store in front. The land construction plan states that two years of work can be carried out to varying degrees. This means that there will be a lot of metal barrier on both sides of the street at this time, blocking inter-street traffic for over a mile. Here and there pedestrians will be able to cross, but not cars; but even pedestrians will struggle. The entire area is expected to suffer losses from business, and many of your fellow companies are thinking about relocation. So the dilemma is, do you stay, do you go? If you stay, in two years you have a main store with probably more business than you ever did before because it will be a transit hub. The stop will be right there, and a new destination supermarket will have finished construction across the street. But in the meantime, you will face a dramatic loss in business. No more drive-by people stopping for coffee and very few people from outside the barrier. To what extent will your business suffer? On the other hand, relocation would be expensive. You would need to do location analysis, get permissions, and even new business cards and forms. You would lose a long-term clientele that relies on you for convenience or habit. You would need to market in a new neighborhood. It should be build costs. On the other hand, staying where you're would mean keeping diehard locals – your core patrons – and possibly getting patronage from those working on bus lines. When work is exacerbated, and business slows down in the summer, you could rebuild the store because the business would be at a loss, and within two years, you'll have a fresh look just in time for new patrons. Here, the impact analysis gives you a firm idea of what you lose compared to what you get from both scenarios. Maybe for you to decide the benefits of moving don't outweigh the cost of doing it, and staying makes the most sense. Now you can create a strategy. Negotiations with the landlord about the rental discount are not leaving during construction, as well as cement a good deal for long-term lease after bus line life. Maybe cut hours, cut staff and adjust the budget. With a less hectic shop, it would be the perfect time to do more public outreach or start that open mic night you've always thought about, allowing you to plant seeds in a more diverse business when construction ends. Although the impact analysis may initially have been born out of disaster relief, the reality is that it can also be used to prevent catastrophic decisions. Will the changes you make to the company only make minimal profits while paying money to implement? Does your brand and reputation suffer by neutralizing any financial savings said the changes could be? Taking a closer account of the consequences and cost of changes to your or using analysis to minimize unwanted effects, you can detect unexpected benefits – or avoid complicating an already unfortunate situation. Either way, impact analysis is just another clever weapon in the arsenal of any well-prepared business owner or manager. Manager.

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