

Tips for Businesses – Three Steps to Manage Construction Change*

Step One: Get a handle on important information.

- Be clear about the details of the road improvement project. Know the scheduled beginning and end dates, and the different phases of the project. Know what activities will impact your business.
- Get your information from official sources — request information from your key contact: **SR 522 Improvement Project hotline 425.361.6300 or email info@KenmoreSR522.com**.
- Be prepared psychologically for change. Put your energy and resources into helping your customers and employees cope with these changes, instead of being frustrated or distracted by things you cannot change.

Step Two: Make a transition plan – include finances, marketing and communication.

- Seek out advice for finances, marketing and communication — including consultants, workshops or reading materials. Turn to **the Business Development Center at UW Bothell for free advice and consultation, 425.352.3664**.
- Involve customers, employees, neighboring businesses and vendors in your planning efforts.
- Use maps, fliers and other printed materials to help customers know the best route to your business during construction. Visit www.KenmoreSR522.com to sign up for e-mail alerts or to learn more about current construction.
- Build a customer database and use e-mail, Web sites, newsletters, mailings and telephone contact to alert them of sales and promotions.
- Build a cash reserve and secure additional lines of credit.
- Reevaluate all operations, including business hours, staffing and unnecessary expenses.

Step Three: Implement the transition plan and adjust as circumstances require.

- Communicate so that customers, vendors and employees understand what changes will happen, and when. Research shows that communicating effectively can have a tremendous effect in lessening the impact of change. Help your customers and employees make the psychological transition to coping with the changes.
- Communicate the advantages of road improvements to your customers and employees. Research shows that customers are more likely to stay loyal and employees are less stressed when they are riding the wave of change with you.
- Review sales, customer and financial data regularly, and brainstorm ideas.
- Consider sales promotions to mark the different phases of road work.
- Work with suppliers to manage inventory.
- Develop a customer referral program.
- Network, collaborate and brainstorm with other area businesses for joint promotions and cooperative marketing efforts.
- Maximize your marketing campaigns to keep current customers and attract new ones.
- Consider marketing to construction workers.
- Keep the customers you do have happy. Every customer counts more now than ever.

* Adapted from Pima County Department of Transportation Newsletter, Summer 2006