

Business resilience: 7 areas to watch right now

Running a business today means navigating constant change including shifting demand, higher borrowing costs, workforce challenges, and rapidly evolving technology like AI. Even strong companies can get caught off guard without regular check-ins. Reviewing these areas on a regular basis can help you spot issues early, protect your margins, and stay positioned for growth.

1. Cash flow & liquidity

- Do you have clear visibility into cash coming in and going out?
- Are your reserves enough to cover a slowdown, delayed receivables, or unexpected expenses?
- Have you reviewed your debt terms recently to see if better options are available?



2. Revenue stability

- Which customers, products, or services are actually driving profit—and which are dragging it down?
- Have you tested pricing recently, or are you absorbing cost increases?
- What are you doing to retain your best customers and increase repeat business?



3. Costs & margins

- Have vendor costs crept up without a recent review or renegotiation?
- Could alternative suppliers or sourcing strategies reduce cost or risk?
- Do you have a clear understanding of where margins are tightening?



4. Technology & automation

- Are you making use of tools (including AI) to improve efficiency or decision-making?
- Can you easily access real-time data to run the business, or are you relying on outdated reports?
- Is your business protected against growing cybersecurity threats?



5. Supply chain

- What happens if a key supplier** is delayed or raises prices?
- Are inventory levels aligned** with current demand—not too high, not too thin?
- Do you have backup vendors** for critical materials or products?



6. People & operations

- Are you fully staffed** in key roles, or are gaps putting pressure on the business?
- Do you have backup** or succession plans for critical team members?
- Is your workforce aligned** with where the business is headed—not just where it's been?



7. Risk & preparedness

- Are your internal controls** strong enough to prevent errors or fraud?
- Are you keeping up with regulatory** or compliance changes that could impact you?
- Do you have a plan in place** for unexpected events, from leadership changes to cyber incidents?



No business is immune to disruption, but the ones that review and adjust regularly are far more likely to stay ahead of it. If it's been a while since you've taken a step back to assess these areas, now is a good time to do it. Even a quick review can surface opportunities to strengthen your position and avoid surprises down the road. If you need support conducting a business resilience check or navigating market shifts, contact your Kaufman Rossin advisor today.