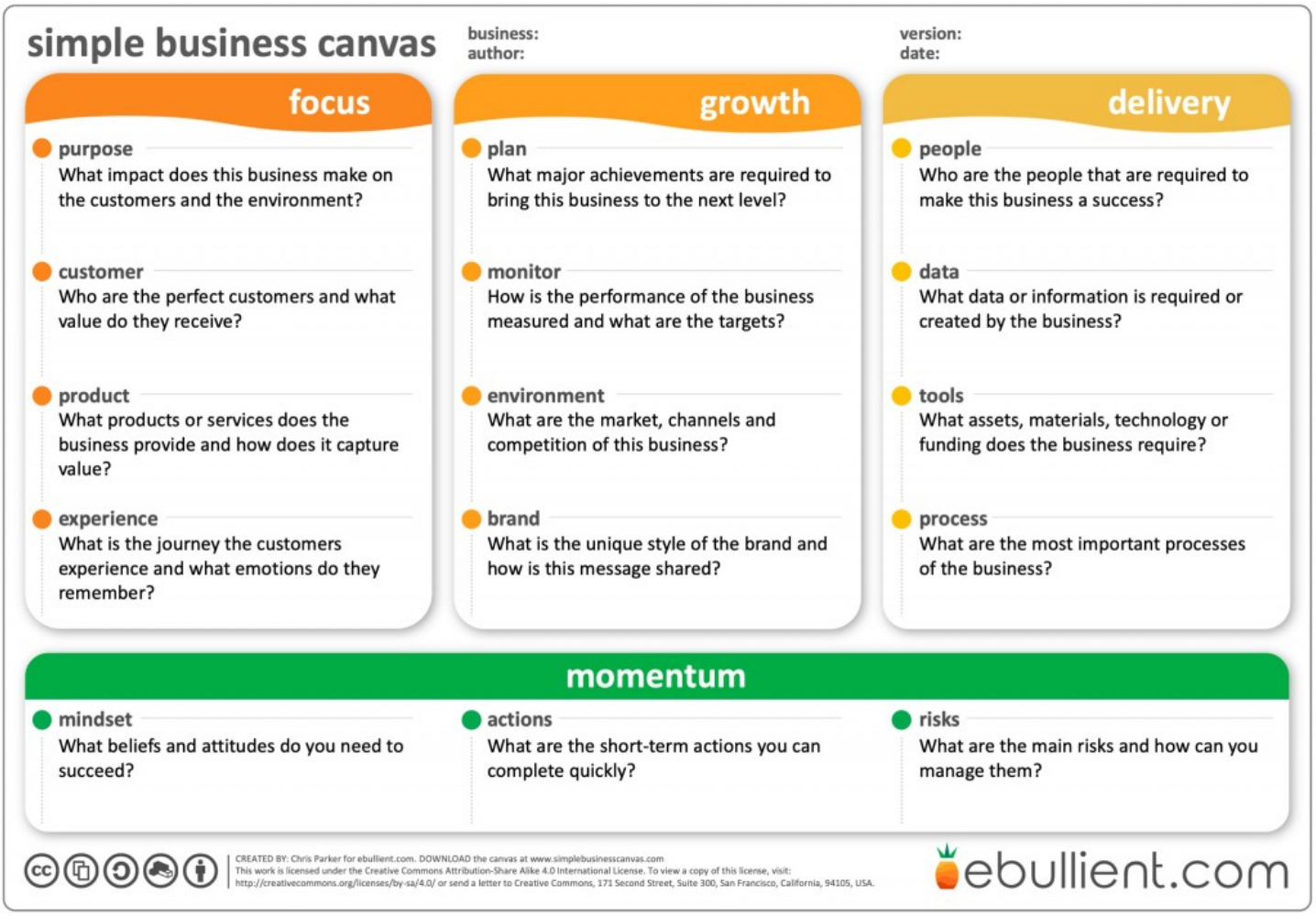
Free "Simple Business Canvas" Tool Launched by Ebullient.com to Help Businesses Survive COVID-19

Enabling Businesses To Simplify Thier Thinking To Accelerate Their Response To The Global Pandemic



Amsterdam, May 22, 2020 (Issuewire.com**)** - The coaching platform for small businesses, Ebullient.com, announces the launch of its Simple Business Canvas - a simplification tool enabling businesses to refocus and survive the COVID-19 pandemic.

According to a recent survey, 87 percent of small business owners have been negatively impacted by COVID-19. In response, the one-page Simple Business Canvas has been designed for everyday entrepreneurs everywhere to achieve clarity, confidence, and control in uncertain times.

Available as a free download from Ebullient.com, the canvas introduces the fifteen primary areas of a resilient business strategy across four domains: focus, growth, delivery, and momentum. Each area poses a question to challenge businesses to make clear and smart decisions. Ebullient.com also has a series of free videos and instructions about how best to use the canvas according to business type - for example, startups, scaleups, and corporates.

In the current climate, 7.5 million small businesses are at risk of closing because of COVID-19. During

crises, stability is hard to find. The Simple Business Canvas has been developed through years of experts' experiences and observing successful business strategies around the world. The takeaways have been captured in the framework to facilitate business owners in structuring their thoughts and concerns and to take swift action.

The canvas can be applied to either individual entrepreneurs or within a leadership team.

Overcomplicating processes not only waste time in organizations but also resources and motivation. As COVID-19 forces companies to make fundamental decisions in a short space of time, simplifying focus dramatically increases the chances of discovering new opportunities.

The Simple Business Canvas acts as both a short and long-term solution. Businesses can use the tool to maintain continuity through COVID-19, as well as move forward with a more streamlined vision for the future.

“Now, more than ever, businesses of all sizes need to simplify their thinking and strategies in order to accelerate their decision making and performance,” said Chris Parker, founder of Ebullient.com and creator of the Simple Business Canvas.



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Source : Ebullient.com

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