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| **Your firm’s current ratio has dropped to .1:1.** | **You went on Shark Tank / Dragon's Den, and it was just plain embarrassing for you.** | **Employees are threatening to strike.** | **The government is investigating your firm for financial fraud.** |
| **Sales dropped 10% in the last year.** | **A recession has begun.** | **The return on capital employed is negative. Reeeeeally negative.** | **Gross profit margins are dropping fast.** |
| **Your firm just lost 10% of its assets in a hurricane.** | **Your firm just completed an IPO, but raised a lot less money than planned.** | **The bank is not impressed by your business plan.**  | **An activist shareholder is calling for the CEO to be replaced.** |
| **Your firm's online store just crashed.** | **Employees are asking for a 5% raise above the inflation rate.** | **An entrepreneur wants to open a franchise of your business, but you don’t think they’d do a very good job.** | **A major supplier has just raised its prices 15%.** |

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| **You conducted a social audit, and the results are kind of ugly.** | **Mark Zuckerberg wants to acquire your firm for an insultingly low price.** | **Labor turnover is increasing.** | **The launch of version 2.0 is running behind schedule.** |
| **Your quarterly profit is well below investors' expectations.** | **The product defect rate is climbing.** | **You're burning through cash pretty fast.** | **The government shuts down one of your locations after a bad health inspection.**  |
| **Apple just started doing that thing your firm does. But better.**  | **Stock market crash.**  | **You've just gotten a few 1 star reviews online.**  | **Your primary factory just burned down.** |
| **You're facing a class action lawsuit due to physical injuries caused by your products.**  | **The plumbing has broken in your accounting office, and there's water everywhere.** | **Janet is listening to the radio at her desk at an unreasonable volume.** | **Your company's sustainability report is now out, and it shows a pretty ugly sustainability record.**  |

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| **Your CFO is being investigated for accounting fraud.** | **A new government regulation has pushed your cost of production up by 50%.** | **AI threatens your entire business model.** | **You are trying to finish your business plan but really have no idea what you’re doing.** |
| **One of the influencers your firm pays to do social media ads just said something truly terrible.**  | **People have started boycotting your company.** | **You've just gotten a bunch of pretty terrible reviews online.**  | **There are squirrels living in your office building. They’re everywhere.** |
| **Your workers keep getting stung by bees on the job.**  | **A government health inspector has cited your company for multiple violations in its kitchen.**  | **The CFO signed off on a loan at an interest rate of 32%.** | **You are trying to raise more money through issuing shares, but the share price is falling significantly.**  |
| **Your secret formula is not very not secret anymore.** | **There's a really big conflict within your organization between two quite important stakeholder groups.**  | **One of your franchisees is operating in a way that is damaging your firm's reputation.**  | **The unemployment rate is at an all-time low, and wage inflation is getting out of control.**  |

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| **You delegated more authority to one of your vice presidents, but they are showing a shocking lack of competence.** | **Employees are demanding that they have a greater voice in strategic decisions.**  | **Employees are asking for an increase in paid time off.** | **You just wrote an email strongly criticizing your boss’s latest decision and then accidentally hit reply-all.**  |
|  **You discover that a coworker has been stealing office supplies for personal use.** | **Workplace gossip is starting to get a little out of hand.** | **Your team is assigned a project with an impossibly tight deadline.** | **An intern accidentally spills coffee on an important client's documents during a meeting.** |
| **You realize that your confidential company login credentials have been compromised.** | **Your website has been hacked, and 5 million users' credit card info has been stolen.**  | **Your coworker constantly interrupts and talks over you during meetings.** | **Employees are using social media during working hours excessively.**  |
| **Clearly, no one is reading the emails you send.** | **You notice an employee consistently arriving late to work and leaving early.** | **Your last company fire drill went very poorly.** | **You discover that your coworker has been secretly running a side business using company resources.** |

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| **There is a heated argument between two executives in the middle of a company-wide meeting.** | **You receive an urgent request from an extremely important client that conflicts with your planned vacation.** | **You receive a complaint from a customer about a rude interaction they had with you.** | **You accidentally delete an important file from the shared drive right before a deadline.** |
| **The head of one project team has purposely sabotaged the work of another project team.**  | **One of your debtors is 220 days past due on their payment.** | **You've changed your corporate logo, and consumers are NOT pleased.** | **Your company's confidential financial information has been leaked to a competitor. What do you do?** |
| **A major supplier suddenly goes bankrupt, leaving you with no source of critical materials.** | **A key employee with crucial knowledge and expertise resigns and joins a competitor.**  | **An ad your company just ran has now gone viral, but in a *bad* way.** | **Your company's customer service team is overwhelmed with complaints due to a product defect.**  |
| **A former employee starts a competing business and begins poaching your clients.**  | **Your company's website experiences a prolonged outage during a critical sales period.**  | **Your company's website experiences a prolonged outage during a critical sales period.**  | **The office coffee machine breaks down.**  |

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| **The office is always running out of copy paper.** | **There's a new company-wide policy that all meetings must be held on Zoom.**  | **Some of the numbers in your profit and loss account don't really seem to add up.**  | **No one showed up to work today.**  |
| **An upset former employee starts a campaign against your company on social media.**  | **You're trying to make all of your products 100% recyclable, but it's not going well.**  | **Your business partner is taking legal action to get control of the firm from you.**  | **The other company you're working with on a joint venture is not upholding their end of the deal.**  |
| **The government has just made the process of getting paperwork and approval to hire foreign workers a lot harder.** | **Your boss has just delegated many more tasks to you than you can reasonably handle within your normal working hours.**  | **Everyone keeps shooting down your ideas during a brainstorming session.**  | **You're a member of the board, and there's a lot of awkward silence at this particular board meeting.**  |
| **The company has just announced a one year hiring freeze.**  | **The internet just went out in the headquarters.**  | **You've opened up an office in a foreign country, and the culture clash is serious.** | **The office printer is jammed. Again.**  |

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| **Interest rates are double what they were 6 months ago.**  | **The bank will not approve an overdraft for your business account.**  | **Your crowdfunding campaign has only reached 10% of its goal after 120 days.**  | **The accounting department can't seem to understand the concept of depreciation.**  |
| **Your supplier won't give you trade credit anymore.**  | **[You insert name here] has just been chosen as your company's next CEO.**  | **A celebrity endorses your product in a live television interview, but mistakenly mispronounces your brand name.**  | **Jimmy accidentally sends an embarrassing email intended for internal circulation to the entire customer database.**  |
| **Your company's manufacturing facility is struck by lightning, causing a temporary shutdown.**  | **A major shareholder starts a rumor about a potential merger with a rival company, affecting stock prices.**  | **A rival company launches a misleading ad campaign that tarnishes your brand reputation.**  | **You're in a meeting where someone is showing really terrible PowerPoint skills.**  |
| **More and more counterfeit versions of your products are appearing in the market.**  | **The construction of your new headquarters keeps getting delayed, and the projected costs are rising.**  | **You need to relocate 10% of your workforce to a new branch of the company, but they're all saying that they would rather quit.**  | **You run the numbers on your last 3 business projects and see that they're running an average rate of return of -2.5%.**  |

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| **Your business partner accidentally reveals a confidential project during a public presentation.**  | **A major investor wants to buy out your company's shares and take it private for a 15% premium above the current market capitalization.**  | **A small business is violating your company trademarks.**  | **In the latest production run of your product, the packaging features a very noticeable misspelled word.**  |
| **Your company's warehouse experiences a major flood, damaging a significant portion of your inventory.** | **Some of your trade secrets have been stolen by a competitor.**  | **Shareholders are unhappy that you have cut the dividend.**  | **They just got rid of casual Fridays.**  |
| **A group of activists is trying to get the company to commit to being carbon neutral within 15 years.**  | **You've been told that you're being transferred to a different office branch.**  | **You hired a famous designer and spent $54mil remodeling your c HQ. It's clear that everyone hates it, but no one is saying it out loud.** | **Your accountant just lost $1mil. Literally. They can’t find it anywhere.** |
| **You’re pretty incompetent, and everyone in the office knows it.** | **Your brainstorming session is generating nothing but awkward silence.** | **Jimmy got promoted instead of you. And Jimmy is the *worst*.** | **Your deliveries to customers keep showing up 2 weeks late, and your website promises free delivery in 2-3 business days.** |

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| **The gearing ratio just hit 900%.** | **Janice is reading all of her work emails out loud today.** | **Your accountant excitedly tells you that the gross profit margin has hit 280%.** | **I ran out of ideas. I’m sure you can come up with some more though.** |
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| **Liquidate everything.** | **Sell to Elon Musk for $44b.** | **Collude.** | **Lay off a massive amount of employees.** |
| **Do an IPO.** | **Hold a board meeting.** | **Write a mission statement.** | **Hide some liabilities off your balance sheet.** |
| **Get Jeff Bezos on the phone.** | **Implement a 4 day work week.** | **Make use of the company's unlimited vacation policy.** | **Fire everyone in the ethics and compliance department.** |
| **Go all digital, and ban all paper copies from the office.** | **Add a pickle to all of the food in the office refrigerator.** | **Conduct a feasibility study.** | **Use penetration pricing.** |

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| **Buy 90 seconds of ads during the World Cup final.** | **Conduct a force field analysis.** | **Make a SWOT.** | **Demand cash-only payments.** |
| **As for trade credit extension of 120 days.** | **Use obviously cheaper materials.** | **Aggressively pursue an acquisition.** | **Form a strategic alliance.** |
| **Use predatory pricing.** | **Implement piece-rate compensation for workers.** | **Offer workers more perks, starting with free coffee and unlimited gold star stickers.** | **Do a hostile taker of a smaller rival.** |
| **Reiterate that the purpose of business is to return value to shareholders.** | **Implement job rotation.** | **Lots of teamwork.** | **Hold mandatory on the job training over the weekend, with trust falls and other team-building exercises.**  |

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| **Deny it.** | **Lock out.** | **Go to arbitration.** | **Lots of capital expenditure.** |
| **Start raising money through crowdfunding.** | **Turn the temperature up by 5 degrees in the office.** | **Don't.** | **Propose that your job title be changed to Lord Chancellor.** |
| **Offer customers a lifetime supply of glitter pens as compensation.** | **Propose that the firm installs a slide in the office for a more efficient way of going to meetings.** | **Openly contradict your boss in front of everyone, quite loudly.** | **Put the name Darth in front of your real name in all your emails.** |
| **Find a business angel.** | **Lease it.** | **Set your email to automatically reply with an out of office message.** | **Get a really big overdraft.** |

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| **Cut all expenses by 25%.** | **Franchise it.** | **Lots of kaizen.**  | **Hide in your cubicle.** |
| **Form a co-op.** | **Set a SMART objective.** | **Implement total quality management.** | **Hire gig workers.** |
| **Implement a circular supply model.** | **Find a business partner.** | **Run a series of TV ads promoting your amazing CSR credentials.** | **Make the organizational structure completely flat. There are no managers.**  |
| **More bureaucracy.** | **Display extremely autocratic leadership.** | **Raise prices by 30%.** | **Implement a chain of command.** |

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| **Be annoyingly paternalistic.** | **Use the straight-line method.** | **Start being an incredibly laissez-faire leader.** | **Spend a lot more on overheads.** |
| **Declare bankruptcy.**  | **Try to increase your market share at the expense of short-term profits.** | **Conduct a survey.** | **Conduct a focus group.** |
| **850% markup.** | **Read a market analysis report.** | **Make a pumpkin spice version of it.** | **Advertise on social media.** |
| **Start accepting mobile payments.** | **Use a convenience sample.** | **Redesign the packaging.** | **Do a loss leader.** |

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| **Recruit a replacement internally.** | **Make a deluxe version with slightly smaller packaging.** | **Say you've upgraded it, but don't.**  | **Make a bubble gum version of it.**  |
| **Challenge your client to a game of rock paper scissors to settle the matter.** | **Say that now it comes with free sprinkles.** | **Suggest implementing "Bring Your Pet to Work Day" as a solution.** | **Skip the meeting and hope that no one notices.** |
| **Make it into a PowerPoint presentation.** | **Add a graph projecting a massive increase in sales.** | **Accuse them of insubordination.** | **Make some copies.** |
| **Ask for a raise.** | **Issue a public apology.** | **Refuse to comment.** | **Use mass production.** |

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| **Outsource.** | **Say something about the internet of things.** | **Use job production.** | **Implement a just in time system.** |
| **Make it instead of buying it.** | **Use a lot of AI.** | **Big. Data.** | **Monitor employees more.** |
| **Pay based on commission.** | **Use self-appraisal.** | **Say something about synergy.** | **Increase the gearing ratio.** |
| **Make a cash flow forecast.** | **Construct a product life cycle diagram.** | **Use industrial democracy.** | **Ask employees which parts of the hierarchy of needs aren't being met.** |

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| **Conduct an annual performance review.** | **Delegate.** | **Enter a foreign market.** | **Construct a product position map.** |
| **Use product extension strategies.** | **Add "mandatory presence at Goat Yoga Fridays" to the employee handbook.** | **Hire a professional office clown.** | **Initiate a company-wide game of "Hide and Seek.”** |
| **Suggest solving the problem by turning the office into a giant ball pit for a day.** | **Add an anonymous suggestion box.** | **Initiate a company-wide mindfulness program to reduce stress and increase focus.** | **Throw something at the wall.** |
| **Initiate a comprehensive diversity and inclusion training program to foster a more inclusive workplace culture.** | **Begin an initiative to reduce paper waste and promote environmental sustainability.** | **Require that everyone use number 2 pencils.** | **Add 5 more pages of hard to understand legal language to your terms of service.** |

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| **Demand that they be fired.** | **Initiate a company-wide communication audit.**  | **Recommend conducting regular employee satisfaction surveys.** | **Sell all your fixed assets.** |
| **Have a dance-off.** | **Do a buy one get one free promotion.** | **Offer 51% equity in your firm in exchange for $100,000.** | **Draw a name out of a hat.** |
| **Replace every 56th word in your next business report with the word "cheese" and see if anyone notices.** | **Replace all boardroom chairs with oversized bean bags.** | **During an earnings call, slip in a few lines from the script of a Harry Potter film.**  | **Launch a video streaming service.** |
| **Sell all of your shares in the company.** | **Offer all of your customers their money back.** | **Cancel all meetings for the next week.** | **Delete the files.** |

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| **Hire a team of highly trained monkeys.** | **Add a 20% transaction fee to all purchases.** | **Hire a group of people to do a flash mob advertisement.** | **Hire more influencers.** |
| **Respond with "I agree completely.”** | **Change the name of your product to something Italian-sounding.** | **Target 20-29 year olds who live in urban areas, listen to podcasts about candle-making, like indoor cycling, and have at least 2 dogs.** | **Completely change your unique selling point.** |
| **Do NOT return their calls.** | **Make an infographic about it.** | **Buy a billboard ad, and use yellow comic sans font on a pink background.** | **Start accepting payments in the cryptocurrency Dogecoin.** |
| **Go through massive corporate rebranding.** | **Put on an employee handbook trivia night.** | **Make a batch of them.** | **Change all the desks in the office to standing desks.** |

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| **Hook it up to the internet.** | **Launch a fragrance line inspired by the smell of freshly printed spreadsheets.** | **Write your lunch off as a business expense.** | **Make the first Monday of every month Bring Your Bagpipes to Work Day.** |
| **Create a company mascot that is an aquatic mammal.** | **Angrily respond on social media.** | **Threaten to close customer accounts.** | **Create a "Customer Complaint Wall" in-store that customers can write on.** |
| **Replace your customer service with chat bots.** | **Put them on hold for 45 minutes with some 1980s rock music that includes a lot of saxophone.** | **Establish a "Random Job Swap Day" where employees switch roles with colleagues from different departments.** | **Launch a "No Email Day" where all communication must be done in handwritten notes.** |
| **No one gets an assigned desk or office - it's first come, first served.** | **Hire an expensive team of corporate lawyers.** | **Do some false advertising.** | **Make all employees maintain a clean desk.** |

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| **Hire an expensive team of corporate lawyers.** | **Do some false advertising.** | **Create a "No Refunds, No Exceptions" policy.** | **Hang up a sign that says "The Customer is Usually Not Right.”** |
| **Start a price war with your closest competitor.** | **Hire some spies to get trade secrets from competitors.** | **Try to hire a lot of managers from your closest competitor.** | **Do all of your training procedures in virtual reality.** |
| **Insist on your revenue showing exponential growth.** | **Insist on someone signing a nondisclosure agreement.** | **Ask suppliers for 730 day credit terms.** | **Put it in the metaverse.** |
| **Implement a "Cutting-Edge Surveillance System" to closely monitor employees and ensure maximum productivity.** | **Launch a "Price Optimization Strategy" by continuously adjusting prices based on customer demand and market trends.** | **Start a customer loyalty scheme where they get every 10th meal for free.** | **Take away the coffee machines in all the offices.** |

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| **Go on strike.** | **Hire Dwayne "The Rock" Johnson to film a training video for the company.** | **Ban the use of capital letters in any corporate communications.** | **Suggest the company dress code outlaw socks.** |
| **Start mass production.** | **Create a distraction.** | **Say absolutely nothing.** | **Draw a diagram of Maslow's Hierarchy of Needs.** |
| **Make a decision tree.** | **Pay them overtime wages.** | **Panic.** | **Yell out, "You can't fire me! I quit!"** |
| **Pull out your phone.** | **Just walk away.** | **Work it out over a business lunch.** | **Offer to lead everyone through some deep breathing exercises.** |

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| **Offer 25% off their next purchase of 3 or more.** | **Start making a spreadsheet.** | **Start over.** | **Commit tax fraud.** |
| **Open a shell company.** | **Run.** | **Relocate the headquarters to a tax haven.** | **Say, “please listen carefully as our menu options have changed.”** |
| **Go through a wholesaler.** | **Require that all communication be done via fax.** | **Create an internal ethics complaint hotline.** | **Use the sandwich method and put the bad news in between two compliments.** |
| **Just ask Chat GPT what to do and commit to doing whatever it says.** | **Dim the lights.** | **Invest half of your liquid assets into cryptocurrency.** | **Replace all the employees with robots.** |

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| **Hire someone to play jazz flute in the office.*****A blue and white logo  Description automatically generated*** | **Release a line of action figures of the CEO.*****A blue and white logo  Description automatically generated*** | **Hire someone to put on a petting zoo in the office cafeteria.** | **Nope.*****A blue and white logo  Description automatically generated*** |
| **Make it portable.*****A blue and white logo  Description automatically generated*** | **Announce that it’ll now be solar-powered.*****A blue and white logo  Description automatically generated*** | **Pretend that the computer network has been infected with malware.*****A blue and white logo  Description automatically generated*** | **Ask if anyone wants to form an office acapella group.*****A blue and white logo  Description automatically generated*** |
| **Put a mustache on the logo.*****A blue and white logo  Description automatically generated*** | **Say that it went to your junk folder.** ***A blue and white logo  Description automatically generated*** | **Cancel the firm’s property insurance policy.*****A blue and white logo  Description automatically generated*** | **Give a motivational speech that uses the word “business” in every sentence.*****A blue and white logo  Description automatically generated*** |
| **Claim that it’s made from 100% recycled material.*****A blue and white logo  Description automatically generated*** | **Put them on hold.*****A blue and white logo  Description automatically generated*** | **Explain that the call may be recorded for quality assurance.*****A blue and white logo  Description automatically generated*** | **Have a 99% off sale.*****A blue and white logo  Description automatically generated*** |

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| **Give everyone a nice mouse pad with the corporate logo on it.*****A blue and white logo  Description automatically generated*** | **Propose a strategic alliance with a big oil company.** | **Propose a new product line that flagrantly violates a competitor’s patents.*****A blue and white logo  Description automatically generated*** | **Just add an extra zero on the end.*****A blue and white logo  Description automatically generated*** |
| **Try to stall for time.*****A blue and white logo  Description automatically generated*** | **Don’t move. Maybe they don’t see you.*****A blue and white logo  Description automatically generated*** | **Try to avoid eye contact.*****A blue and white logo  Description automatically generated*** | **Ask if you can work from home.*****A blue and white logo  Description automatically generated*** |
| **Take out a full page ad in the newspaper blaming the problem on customer error.*****A blue and white logo  Description automatically generated*** | **Offer to put some of those Dyson hand dryers in all the office bathrooms.*****A blue and white logo  Description automatically generated*** | **Cut the corporate office cleaning budget by 75%*****A blue and white logo  Description automatically generated*** | **Shout at them, “That’s what the *money* is for!”*****A blue and white logo  Description automatically generated*** |
| **Look them straight in the eyes and put some headphones on.*****A blue and white logo  Description automatically generated*** | **Blame it on a culture clash.*****A blue and white logo  Description automatically generated*** | **Shout, “well this wouldn’t have happened if you’d just checked your email on vacation, Steve!”*****A blue and white logo  Description automatically generated*** | **Kick in some of your own money to pay for it.*****A blue and white logo  Description automatically generated*** |

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| **Loudly reply, “Oh, *YEAH?!?”******A blue and white logo  Description automatically generated*** | **Tap into your superb amateur acting skills and cry a little bit.*****A blue and white logo  Description automatically generated*** | **Increase your lobbying budget in an effort to persuade the government to weaken their anti-trust laws.*****A blue and white logo  Description automatically generated*** | **Hire a team of unqualified but expert-*sounding* scientists to dispute the evidence.*****A blue and white logo  Description automatically generated*** |
| **Blame it on seasonal variation.*****A blue and white logo  Description automatically generated*** | **Insist that all company emails be reply all.** ***A blue and white logo  Description automatically generated*** | **Announce a bring your pet to work day.*****A blue and white logo  Description automatically generated*** | **Tell everyone you’re tracking their use of copy paper.*****A blue and white logo  Description automatically generated*** |
| **Put a rule in the employee handbook that bans the use of more than 4 web browser tabs at a time.*****A blue and white logo  Description automatically generated*** | **Start the earnings call by comparing yourself to Gandhi.** ***A blue and white logo  Description automatically generated*** | **Change your Zoom background to a picture of lots of cats.** ***A blue and white logo  Description automatically generated*** | **Offer customers their 100th purchase free if they make 99 purchases at full price.*****A blue and white logo  Description automatically generated*** |
| **Tell them that you’re resigning because you want to spend more time with your family.** ***A blue and white logo  Description automatically generated*** | **Cancel the employee share ownership scheme.*****A blue and white logo  Description automatically generated*** | **Offer to dip it in chocolate for them.*****A blue and white logo  Description automatically generated*** | **Make the earnings call sound upbeat by sprinkling in the phrase “cash cow” a whole lot.*****A blue and white logo  Description automatically generated*** |