

# Building business resilience in uncertain economic times

A practical guide for strengthening, adapting, and thriving in 2025

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## Introduction

The past few years have presented businesses with a series of unprecedented challenges—rising costs, supply chain disruptions, shifting consumer behaviours, and evolving regulations. Many business owners and leaders find themselves grappling with cash flow concerns, talent retention issues, and the need to pivot strategies quickly in an unpredictable environment.

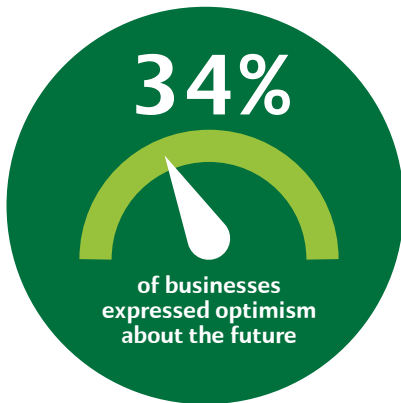
If you are feeling the pressure of financial instability, struggling to adapt to market changes, or uncertain about how to future-proof your business, you are not alone. We have prepared this guide to provide you with clear, actionable insights to help alleviate these pain points. Addressing financial resilience, workforce empowerment, client relationship management, and strategic agility will provide you with the tools to build a stronger, more adaptable business in 2025 and beyond.



This year already, businesses across the UK face uncertainty once again. Looking at the results from the UK200Group Business Confidence Survey from November 2024, this reflected a mixed outlook with 34% of businesses expressing optimism, whilst 46% are approach the year cautiously. Economic pressures, geopolitical uncertainty, and changing market demands remain top concerns for many business leaders.

In addition to inflation, tax burdens and rising employment costs, wider impacts such as shifting consumer behaviours, technological advancements, and evolving regulatory frameworks are impacting business confidence and shaping the landscape for 2025. The lingering effects of global disruptions, including supply chain constraints and workforce challenges, also underscore the importance of proactive planning and strategic agility.

This handy guide is designed to help your business to focus on financial resilience, empowering your people, strengthening customer relationships, and fostering strategic agility. With practical insights from both legal and accountancy perspectives the guide will help you to refocus on the things that really matter.



## 1. Strengthening Financial Resilience

Economic uncertainty puts financial stability at the forefront of every business's priorities. To navigate the months ahead, understanding your cash flow, securing funding, and managing debt effectively are critical steps. This section outlines key strategies to help you safeguard your finances and make informed decisions to stay resilient.

### Key Actions:

- Cashflow Analysis - Ensure you have sufficient funds to operate for the next 3, 6, and 12 months.
- Forecasting - Create detailed short and long-term financial forecasts to anticipate future needs.
- Debt Management - Collect overdue payments with empathy and negotiate payment plans with suppliers to maintain goodwill.
- Access Support - Explore grants, tax deferrals, and other financial aids available for your business.
- Pricing Review - Adjust pricing and payment terms to reflect current market conditions while maintaining fairness.

### Legal Considerations:

- Ensure compliance with financial reporting requirements (Companies Act 2006, HMRC obligations).
- Review contractual clauses with suppliers to ensure flexibility in payment terms and obligations.
- Understand late payment regulations and legal options for debt recovery.

### Accountancy Considerations:

- Implement tax planning strategies to optimise cash flow and reduce liabilities.
- Explore tax deferrals, VAT payment schemes, and R&D tax credits.
- Stress test financial projections for various economic scenarios.



#### Tip:

Regularly review and refine your financial strategies to adapt to changing circumstances.

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## 2. Empowering Your People

Your people are your greatest asset, especially during challenging times. Supporting their well-being, equipping them with the right tools, and fostering open communication are vital for maintaining a motivated and productive workforce. This section focuses on practical steps to build a strong, adaptable team that can weather any storm.

### Key Actions:

- Communication - Ensure you are communicating regularly and appropriately with all staff; whether they are working from home or in the workplace. Keep them involved and informed about business changes and updates.
- H&S and Wellbeing - Conduct regular health and safety reviews and provide resources to support mental health and wellbeing.
- Technology - Equip your team with tools and training to perform effectively, especially when working remotely. With AI evolving at a rapid pace, look at how you could utilise it to be more efficient.
- Contingency Planning - Prepare for potential staff shortages by cross-training employees and planning for temporary coverage. Consider how you can fill gaps to cover holidays, sickness or recruitment without overburdening your staff.

### Legal Considerations:

- Ensure compliance with employment laws (contracts, redundancies, flexible working rights).
- Maintain adherence to Health & Safety at Work Act responsibilities.
- Ensure GDPR compliance when handling employee data in remote work setups.

### Accountancy Considerations:

- Plan for payroll increases, including National Minimum Wage and National Living Wage adjustments.
- Implement tax-efficient employee benefits, such as salary sacrifice schemes and bonuses.



#### Tip:

Ensure managers are equipped to support their teams emotionally and professionally to help you get the best out of your staff.

### 3. Enhancing Client Relationships

In uncertain times, client loyalty can be a game-changer. Clear communication, tailored solutions, and a deep understanding of their needs are essential to retaining and growing your client base. This section explores how you can adapt to meet client expectations and ensure they stay at the heart of your business strategy.

#### Key Actions:

- **Client Insights:** Regularly communicate with your clients to understand their evolving needs. Review, revise and refocus if necessary. Client experience matters.
- **Adapt Your Offerings:** Revise products or services to address current market demands. How can you make life easier for your clients?
- **Supply Chain Management:** Ensure your supply chain is robust to avoid disruptions in service delivery. Look at alternative supply chains and understand the cost implications should you need to look elsewhere at short notice. Global impacts can have knock on consequences as we all know too well.
- **Proactive Communication:** Don't just assume that your clients know how you can help them. A simple list of 'our services or products' just does not cut it anymore. Talk to your clients, ask them how they are doing, we all have our challenges. A simple conversation might just open a door you did not even know was there.

#### Legal Considerations:

- Ensure compliance with consumer protection laws in contracts and agreements.
- Maintain GDPR compliance in data handling and marketing.
- Review and update terms & conditions to reflect service changes and liabilities.

#### Accountancy Considerations:

- Regularly review pricing strategies to maintain profitability.
- Implement credit control measures to mitigate late payment risks.



#### Tip:

A simple "How can we help?" message can go a long way in strengthening client trust and loyalty.

## 4. Building Strategic Agility

The ability to pivot and adapt quickly has never been more important. Strategic agility enables businesses to anticipate risks, seize opportunities, and respond effectively to changes in the market. This section provides actionable insights to help you build a flexible, forward-thinking strategy to navigate uncertainty with confidence.

### Key Actions:

- Risk Assessment: Identify vulnerabilities in your operations, contracts, and supply chain.
- Scenario Planning: Prepare for multiple economic scenarios and have action plans ready to roll.
- Invest in Innovation: Explore new technologies and approaches to streamline operations and reduce costs.
- Collaboration: Work closely with your advisers, suppliers, and stakeholders to identify mutually beneficial solutions.

### Legal Considerations:

- Review contractual risk management, ensuring appropriate clauses for flexibility.
- Secure intellectual property protection for new innovations.
- Stay updated on regulatory changes impacting business operations.

### Accountancy Considerations:

- Allocate budgets for growth initiatives and contingency funds.
- Assess financial viability of diversification strategies before implementation.



#### Tip:

Agility is about being prepared to act decisively when opportunities or challenges arise.

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## Final Thoughts

Building business resilience requires a comprehensive approach that integrates financial, legal, and strategic considerations. Strengthening financial foundations, empowering employees, maintaining strong client relationships, and developing strategic agility are all steps that will help to ensure that your business is more resilient.

However investing in brand resilience is just as critical. A strong digital presence—through LinkedIn, social media, SEO, and thought leadership—ensures your business remains visible, credible, and trusted. Leveraging AI and data-driven insights can further enhance your marketing strategies, streamline operations, and improve customer engagement.

By embracing both traditional resilience strategies and modern digital tools, businesses can not only withstand uncertainty but also position themselves for sustained growth and success. Now is the time to future-proof your business by building resilience in every area—financial, operational, and brand—to ensure long-term stability and competitive advantage.



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