

Covid-19, you and your business.

ADAPT THEN GROW

A weeBook for business owners who already know that every crisis contains seeds of opportunity.

more flow, less force



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#TABTF #ADAPTTHEGROW #ATG



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In the last recession...

People who lost their jobs, their businesses and their ways of living ten years ago found themselves making a decision to navigate their way out of the recession by focusing on building the new - not unlike you, I imagine. Here's a reminder of a few firms produced by the last recession:

GROUPON

stripe

 **Pinterest**

Uber



 **slack**



Challenging times are absolutely challenging - and - you and I both know they also present opportunity for innovation, evolution and growth.

To get lost in the challenge is easy.

To get lost in the opportunities that are available to us now, requires;

1. exercising a perspective that insists on seeing things as they are; not better, not worse.
2. exploring new ideas
3. recognising where you cast your focus, is a choice that has consequences

Wishing you much clarity and many a-ha moments in the coming weeks.



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You

A professional using your business as a vehicle to self actualise. You are inspired to grow, serve and create outside your comfort zone. Or you could be one of the 20% looking to get into this space as a result of Covid-19.

Either way, you are seeking viable ways forward for you and your business in these uncertain times.

You're uncomfortable and you're ok.

You don't quite know what you want (or need), but you will know it when you see it.

Me

Someone with a few scars that tell their own story about navigating one's business in challenging and unprecedented times.

I am a growth consultant, human behaviour specialist, communications expert and creative director with 25 years experience working with SME. Im equal parts commercial, and inspired.

Born in Canada, today I live in Dublin, Ireland. I ran Teach a Brand to Fish (TABTF) from an office in Dublin up until Covid-19. Now I operate from home. I have a team of 4 full time staff in the Philippines (Philly).



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Game over



I'm writing this in April 2020 where we are all reasonably certain that there is no return to 'normal'. Kind of reminds me of the shift a caterpillar navigates when becoming a butterfly...

What we **have** known has fallen away and the new has yet to take place. For now, we're in this lovely place of transition.



Unprecedented times compel unprecedented thinking.

Now is the time to remind yourself that you get to choose where you cast your focus. Opportunity to be had vs. opportunity to be wasted.

Of course you are no stranger to breaking rules, dancing to your own beat, or zigging when the world zags. It's that part of you that has you gathering information to inform your next move.

Quite frankly, I salute you!

When it comes to our business, we have a few options to consider right now:

- Soft pivot or hard pivot
- Support infrastructure
- Adjust cash flow
- Explore blue sky possibilities



I cannot think of a business (who will be still standing a year from now) that will not be exploring at least 2 of those 4 options.



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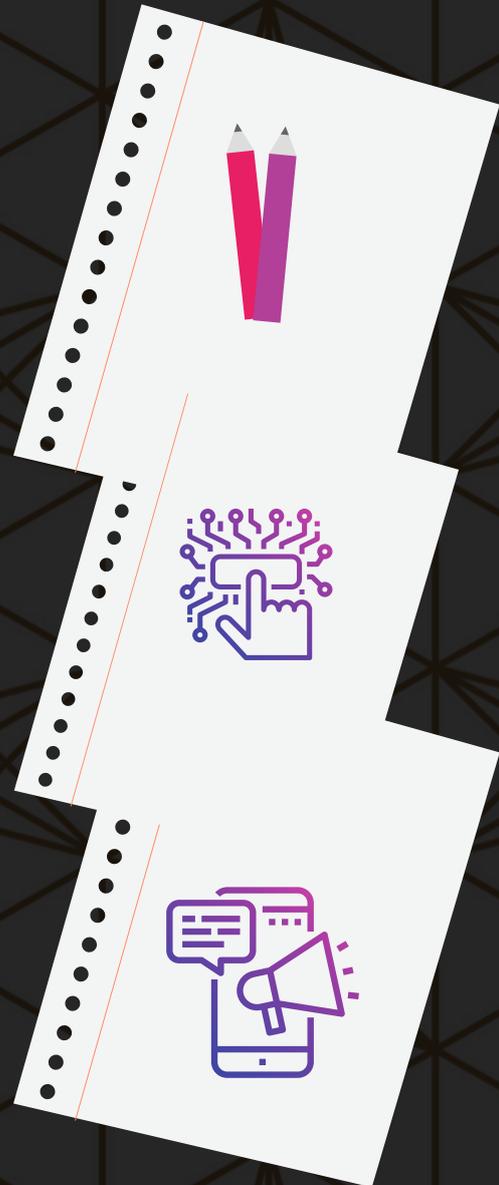
The new game is...

ours to define.

There are some clear indicators that this new game will be living mostly online, ensuring it is independent of geography, bricks and mortar.

We can safely assume:

1. Digital products will become mainstream.
2. Virtual experiences will be expected as a core option, if not the primary route for delivery.
3. Your online presence will be replacing the real world networking.
4. Connecting with your audience in meaningful ways is going to be a critical business process.
5. How we meet, greet, interview, or hire will all adjust over the coming months.
6. Your customer will be researching more so to seek out solutions that show up in this new world as one they can trust. So your competition just shimmied as it too evolves to find its place in this new world.
7. I will STILL be using coloured markers and using whiteboards, scrap paper and anything else to aid the creation process.



Those who adapt, win.

Adapting is 100% in your nature.



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Mindset matters

Mindset, in the face of adversity matters more than in triumph.
We both know that to be true.

Getting clear on what serves you most right now is step one.
You'll know yourself if you are best placed to tease out your own clarity, or if you will benefit from having a facilitator to help tease that out **with** you.

I have made the time to get clear on what serves me most right now; this wee visual is my daily reminder.

ADAPT	YOU	BUSINESS
Perspectives	We are pre-programmed to adapt.	Innovate Cut Costs Expand
Ideas	Rituals Routine Relationships	Soft Pivot / Hard Pivot Cashflow Personal Brand Diversify Revenue
Choices	Where to focus	Opportunity or Wasted Opportunity

I've also allowed a bit more space to show up between myself and those who want to focus on things, far from where my focus is. I've also sought out people who are equally committed to not wasting this opportunity. It's made an enormous difference.



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Joe Guthrie: Free Session



Joe is an Irish business man over in Galway that I have a lot of time and respect for. I have hired him to coach me; I hired him to mentor my staff. He has a practical (and effective) view on the commercials, the mindset and the presence required for sustainable and profitable growth.

A successful business man already in the water industry, Joe now coaches business leaders in the areas of profit, people and processes.



[Book your free session with Joe here >>>](#)



Clarity

Clarity of a point and time in a **new future** that is made up from the things that inspire you most is key. It is the difference between reacting to a crisis that has you busy for the sake of busy, staying small and moving in circles. As opposed to consciously creating my ideal outcome.

[Reacting is NOT empowering, profitable nor does it see you investing in building an asset.](#)

Having the ideal End clearly defined in your Mind in a few sentences is important to ensure you are investing in your future, not having your future elude you.

Short term focus has its place; anchored to your adjusted clarity.

When you place a metaphorical flag in the ground that exists in the summer of 2022 for example, you cannot help but adjust your position today to line up clearly with the trajectory that sees you on your way to your summer 2022 flag.

That clarity makes way for a hyper focus on the key milestones that lay along your trajectory between where you are today and what the ideal outcome is in summer of 2022.



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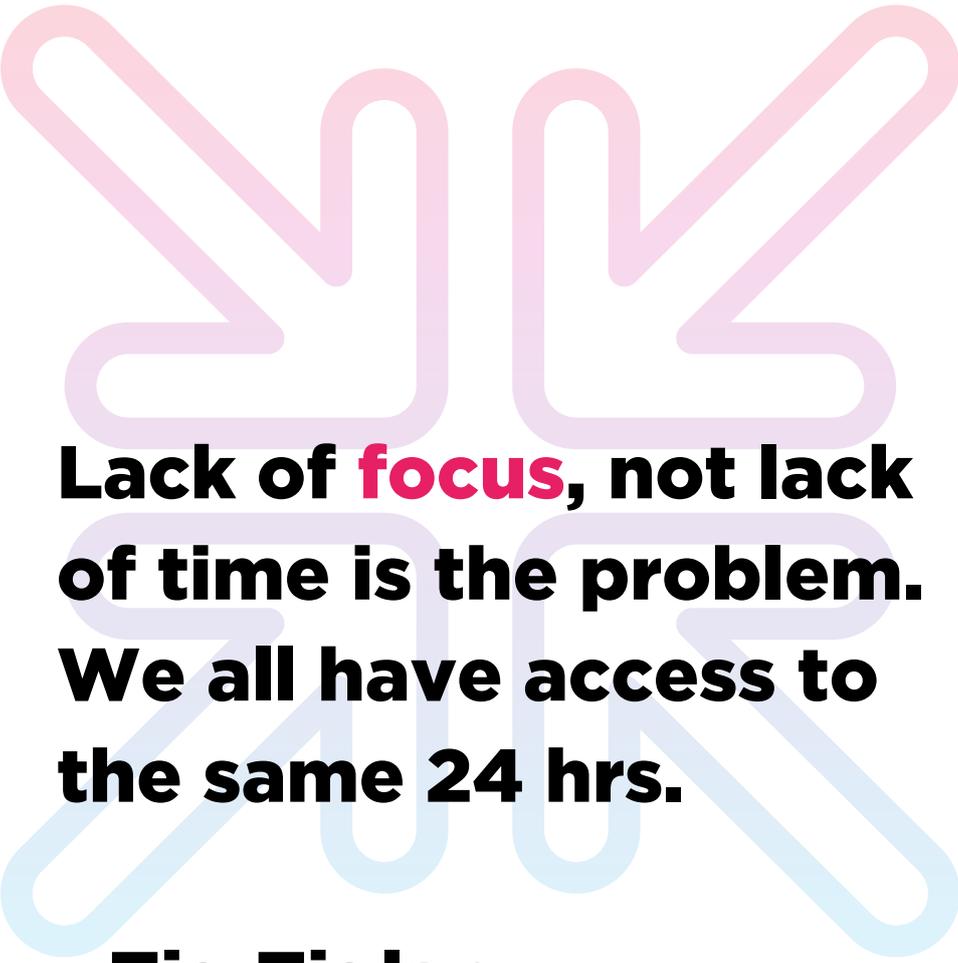
The absence of longer-framed clarity
has us reacting, not responding.

We go where the wind pushes us, not
consciously creating our ideal future.



Our days fill up with **busy-for-the
sake-of-being-busy** thus we stay
small and waste hours, money and
resources moving in circles.





Lack of **focus, not lack
of time is the problem.
We all have access to
the same 24 hrs.**

- Zig Ziglar



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Focus is a portal!

And a brilliant paradox.

I've heard hundreds of business owners explain their resistance to focus. It limits creativity, leaves money on the table and triggers all sorts of FOMO that you will pick the wrong thing to focus on.

Ahh the paradox. 😊

Focus is the key to the dream. 🔑



Good resources about Focus:

[More focus, less FOMO for deliberate business growth.](#)

Business focus:

Here's what a good few of us are prioritising when it comes to long term Clarity in a time of Covid-19:

Your Audience:



What is their world like now? What do they need now? What are their priorities now? What pain are they in today that you can solve?

Soft pivot or hard pivot?



A soft pivot is doing what you do today, but adjusting it so it is far more independent of geography, bricks and mortar; Virtual Experiences, Digital Products, Online Platforms.

Another example is a luxury corporate goods supplier selling to enterprise. This business is doing a soft pivot away from luxury and into health, safety and shortly after, to well-being products such as N-95 masks, hand sanitisers, etc. This included a new URL that does not have luxury, corp gift, or similar included. It pivoted messaging and did a soft pivot in communication channels.

Another client not as effected by Covid-19 is soft pivoting their focus to upgrade their business infrastructure. Processes are getting mapped, systems are being put in place and procedures are being documented, so they are ready for the second wave expected in the coming months.

A hard pivot would be the likes of a Travel and Tourism Agency, Hospitality firm, or Event Planners. The future they had for themselves warrants a hard pivot, as they get a blank canvas with which to create a new future.



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More business focus:

Business Models:



A client who had a real world 6 and 8 week on-site programme for corporate clients, is now redesigning a business model that looks more like digital products; live and pre-recorded, a consulting arm that was never in the business prior, and the option of real world programmes from summer of 2021 onwards.

Messaging and Communication:



Clear positioning, packaging and presentation of the problems you solve that sell your stuff, without you having to be in the room. This has largely meant:

1. Revisiting positioning, packaging and presentation
2. Website refresh
3. Personal brand showing up (in some cases)
4. Nurturing and investing in your audience in this world
5. Digital products, virtual experience, online platforms

Cashflow:



Specifically what to stop spending on, where to get money from, and how best to diversify and add revenue streams.

The future you were building, do you still want it?



Or has this situation given you a shift in perspective of what really matters? We revisit it, refine it, ensure it is clearer, more defined and more visceral, before we sense check the milestones along the trajectory to get us the End in Mind.



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**You will learn everything
you need to know about a
person by how they handle
a crisis. This is when their
true self is visible.**

- Jung



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Suggested focus now is:

1. Me and my family; rituals, routine & relationships
2. Cashflow; reduce outgoing, secure incoming
3. Resolving whether you require a soft or hard pivot
4. Serving your audience



Clarity then **focus**, then **action**.

If you're not in action, you probably struggle with focus.

If you have no focus, you probably need to invest some energy into getting clarity.



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Meaningful action:

If you are not filling your day with 2 or 3 high value actions, your day will be filled with rubbish.

High value actions now might include:

1. Revisit the End in Mind. Get it clear.
2. Talk to 6 of your perfect-for-you clients to understand the world through their eyes.
3. Define the exact parameters your business operates in now.
4. Re-map (then tweak) your Sales Strategy.
5. Positioning, Packaging, Products; check these are in order and fully optimised.
6. Personal Brand Programme; is it right for you now given the new environment?
7. Engaging your audience now; what's right for you (and them)?



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Free Resources

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10. [Free 1-to-1 with Joe Guthrie, Business Flow](#)

