

Hello there, and welcome to another episode of the Your Next Best Step podcast. I am your host, Theresa Cantley. And today, I wanted to talk a little bit about this pandemic. And businesses, we've gone through so much. I mean, we've been in quarantine, or lockdown, or whatever for like 70 days. And businesses have gone through so much, so many ups and downs, and ins and outs. And, now, with businesses reopening a lot of people are wondering what's next?

And one of the things that I wanted to talk about today is this giant lesson that we are learning from the pandemic. And for years and years, when I was younger, the big American dream was to be able to have that chance to succeed. And I think, over the years, as the economy changed and grew, and things happened people made decisions about the economy, and just kind of how the world was moving that belief that if you had an idea and you could make you could make a go of it, and that you can succeed kind of started to fizzle away a little.

And I know, for myself, having gone to college, and having student loans, I had gotten married really early on, and then got divorced really early on, and found myself in a lot of debt it just made it harder to feel like, "Oh my gosh, am I ever going to get out of this? Am I ever going to move things forward?" And along the way I did. I was able to do that. But I've also talked to a lot of business owners, and I did an episode on this where a lot of people have felt like things were moving so fast before this pandemic, they were moving so fast. And you heard about a lot of students coming out of college and having massive amounts of debt. And costs were going up and competition was going up and everything was just so fast. And the country was becoming so divided on things that when this pandemic happened, what it started to do is it became the great accelerant. And accelerant for what? I mean, obviously, crisis, chaos. But it also became the great accelerant to force great shifts in our economy, and in our history.

And I just heard something today from a guy at Forbes, where he was talking about this exact topic, and saying that people started to feel like, "I have this business, and I've worked with small business owners every day. I have this business that I'm working so hard, but I feel like there's so many things fighting against me," which leads them to feel like they have to work harder and longer. And I know I've found myself in that boat too. And then, along with that, you start to feel like, "Am I going to be able to do this? Am I going to be able to succeed?" And it was almost like the American dream was, I don't want to say fizzling, but it was starting to shift and change, and go in a direction that it really wasn't always.

And I started thinking about this a while ago with the things that I teach people how to do, and to actually look at situations like this because we're always going to have downturns, we're always going to have things that happen in our business. And every five years we go through a business crisis and the crisis, depending on what it is, whether it's economic or health related, or natural disasters, or whatever it impacts different businesses in different ways. But this crisis is different. This crisis is history making. And, like I said, it is turning into a great accelerant.

Now, we've also gone through a lot of great challenges, but it's also affording us the chance to look at this, and find opportunities. Look at our business and find ways to do things. And what it's also doing, and when I mentioned this to some people they looked at me like I had three heads, it's moving us away from an old broken system. An old system that took, in my mind, the American dream and was crushing it, and crushing that ability for people to feel like they could succeed. And what it's doing is it's challenging the status quo of this broken system, or this old system. It's challenging that, and it's enabling us to do things better, and create a new system.

And I heard something this morning where before it was all about businesses, whether you're big or small, it doesn't matter, we all have stakeholders and we all have shareholders. And for the longest time, businesses were so concerned about the shareholders, and not concerned about the stakeholders.

And what I mean by that, stakeholders are our customers, our community, our employees, and then the shareholders. And the shareholders could be, obviously, shareholders, people who have stock in the business, or people who get a share of profits in the business. And I thought about this, and I thought about, wow, this is shifting the way that businesses really need to function.

And I know one of the things that I teach in my Business Growth formula, my signature program, but also in my new program, which we actually just decided to change the name of it. It is now called The Business Resilience Blueprint. And I changed the name because I thought about Business Adversity Master Plan, okay, that sounds like we're creating a plan for adversity. We're not doing that. We're creating a plan to prevent, or get rid of adversity, or to get through adversity, which is the opposite, which is resilience. So, now, it's called The Business Resilience Blueprint.

But, anyway, one of the things that we talk about a lot is making sure that we are taking care of all of those stakeholders, all of those people that are going to help us to make sure that our business moves forward. And the first one that we need to take care of, or the first thing that we need to look at is that internal piece. The piece with our employees, the piece with our leadership team. And, also, the piece with ourselves, and for so long people, when adversity would happen, or things, changes would happen in a business we always looked at the shareholders, the profit, the people who were making money off of the business, the people who had stock in the business.

And not looking at our employees, the people who actually make the culture the culture, or helped to make the culture the culture. And, actually, our customers as well, and our community, the people that we combine that culture that we build, and we combine that experience that we build on the external piece. And the two of those together, making sure that we're communicating with them, making sure that we are building things that are going to have the business last long after any crisis, and potentially help to create a new market, or help to create new solutions during this whole thing.

And I also heard, and one of the things that I have talked to people through this whole pandemic is let's redefine and look at how can you do things better? How can you do things differently in your business? And we've talked about this. How can you create new products and services that will take care of your stakeholders? And in doing that, the employees that we have, we can enable them, we can try and keep them on payroll as long as possible.

I mean, the first go around of the PPP I know so many people that applied for it and couldn't get it and whether it was because you needed to have a relationship with a bank, or there wasn't enough money, or whatever it was. And then, the second go around, people applied for it, and more people got in. But the whole idea with that was to get people off of unemployment, and be able to keep them on your payroll. Well, how do you keep them on your payroll? And I heard so many people saying "Well, I'm a restaurant and I don't have the ability to serve people right now. So, how am I going to bring people back and pay them as a server when we don't have dine-in options anymore?" And that's where that great shift, the great accelerant that we're experiencing right now, and some people don't even realize it, looking at that and saying, "How can I keep people on my payroll and work on other projects? How can I keep people on my payroll, and start a virtual class, or start virtual workshops, or build my e-commerce out? How can I keep people on payroll to make things better?"

Because right here, right now, and this is that history making thing that's really shifting the way that we've always looked at things. And, in reality, it's kind of leveling the playing field, and making and bringing that chance for everybody to achieve that American dream, and everybody to feel like they have the ability to succeed, and kind of bringing that equality in. No matter who you are, what you look like, what's your background is, whatever, bringing that equality in if we choose to see those opportunities. If we choose to take this moment and this momentum that we're building, because like I said, things were moving so fast, and moving in the wrong direction pre-pandemic.

And then, right now, there's been so many shifts, and so many things changing, but if we can be the calm in that storm we can see those opportunities that other people don't see. We can seize that equality that we've always wanted in this country. We have the chance to really seize this moment and solve problems for today, not just for today, but also for tomorrow and way beyond, so that everybody has that chance and feels like they have that chance to succeed.

And I know, I mean, it's going to be a little painful and things. And I know that it's going to require more shifts and more changes. But if we can continue to look for the opportunities, and look at what's happening, look at this crisis, and accelerate actions in our own business to create a better culture, to create a better experience we not only can make that impact with our stakeholders in our business. But, what ends up happening is, when we shift our view and our perspective on that to the stakeholders and what can we do to help, and change, and move things forward then, what we can ultimately do is push it out into the world and make this world a better place.

And I looked at this and I thought, "Wow, this is really ..." like I said, I mean, some people that I talked to about this a couple months ago thought I had three heads. And my husband and I were just talking about it this weekend. And I said, "This is really forcing the system that we have to reform, and change in a better way, and the way that it really needed to. And, unfortunately, we've lost a lot. There's been a lot of difficulties through this crisis. And, I mean, I live in the State of Pennsylvania and I do not understand why the governor has made a lot of the decisions that he's made. And there's been so many lives lost. And just so many things that have happened that just break my heart.

But, at the same time, there are so many things, if we choose to look this way, there are so many good things that have come out of this. There are reforms to the healthcare system. There are reforms to government and regulations, and laws and things. And we're not done, I mean, there's going to be more. And there's, again, that shift in business. That shift of the paradigm of business to think of the greater good before people think about the money that they just want to hold onto, and put in their pocket for themselves. And it's shifting things in a way so that wealth can get spread, and everybody has the chance to be successful. And people might think I'm out of my mind for this, but I don't care. I really believe that this is our chance to, again, move away from something that was broken before and move towards something bigger and better, and fix a lot of the problems that we had, and look at things in a different way.

And my program that I'm launching, it's an hour long workshop. And, like I said, it's called The Business Resilience Blueprint, this is exactly what we're going to talk about. In The Business Resilience Blueprint we are going to talk about the process, and the framework that you can implement now, so that you can get some stability under your feet, and you can start to put together a plan. Actually three periods of plans. But a plan, so that you see those gaps and figure out what you need to do to fix it.

And then, also discover those new opportunities that maybe you never even knew were there. Maybe they were opportunities that you missed out on. Maybe they're new opportunities that are coming because of this crisis that you can take the chance now, you can take the steps now to make real change not just in your business, that's where it starts. But when it starts there, when it starts with the small business owners and the local business owners that make that change that impacts their employees, and their community, and their customers that's how we push it out to the world and we can make real impactful change.

So, I hope that you join me in this Business Resilience Blueprint, like I said, it's a one hour workshop. And we're going to be launching details about it very, very shortly, but stay tuned for it. It's going to be launching in the next couple weeks. And, also, if you are ready to grow you can also get on the wait list for The Business Growth Formula, which we're going to be launching in the middle of June. And to get onto the wait list, you can go to [theresacantley.com/businessgrowthformula2020](https://theresacantley.com/businessgrowthformula2020), and get on the wait

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list for when we open the doors for that. But I hope you join me for The Business Resilience Blueprint. It's going to be an amazing hour. Who knows? It might be an hour and a half, depending on how many questions and things that we get. But it's going to be awesome. So stay tuned for information on that because we're going to be launching that this week.

So, anyway, until then I hope you take this chance with this moment, and the momentum that we've been building, and that we've been given to not just see the negative, but to see the positive, and to use this time to accelerate big changes in your business, and big shifts in this world. Because we are making history right now, we are correcting the mistakes of the past, and fixing things, so that we can have a brighter and much better future, not just for us, but for the young leaders, the young kids, for generations after us. This is how we are going to create our legacy. So, until next week, take care, be well. And I'll talk to you soon.