

Hey there. And welcome to another episode of the Your Next Best Step podcast. I am your host, Theresa Cantley, and I hope you all had a wonderful, wonderful weekend this past weekend. I'm super, super glad you're here. I know we have so much stuff going on in the world today. And every time, I know for myself, I feel like I pick myself back up and I'm like, "Okay, let's keep going," I feel like something else happens. There's just been a lot of emotion. And if you're an empath like me, you like feel it.

I do truly believe, I mean, there's a lot of emotion. There's a lot of stuff going on, a lot of people saying a lot of different things, and it's a lot. It's a lot. But, I do also believe that what's happening right now is something that we really need in our world to heal our world, to heal people, and to make things better, as putting it as simply as possible. There's been so many things that have just been so wrong for so long, systems that we've created, the way that businesses operate, and just kind of how society interacts with each other, the regulation surrounding getting vaccines approved, and fast tracking things. I mean, things have just been so ...

And I think it's because our world ... I mean, this is just my opinion. But, our world has just moved in such a fast pace, especially our country. Our country is like super fast paced versus when you visit other countries. We've had a lot of innovations happen. But, it was almost like we needed something to kind of slow us down and because we weren't really listening. We weren't listening to the message. We weren't listening to what was ... Listening. Ooh, one of my crystals just fell. Listening to what was happening and being aware of what was happening.

I believe that something higher than us, whatever you believe, the universe, God, whatever, whatever you believe in, is kind of ... All of this stuff is happening to really help us to really see what is happening and get us to make the shifts that we need to make. Because if we don't, we're going to keep going down this bad path of destroying our planet, of being so destructive to society, of this path of businesses just moving so fast and getting away from caring about people because they care so much about stuff, and the stuff in their business, and creating more, and more, and more, and more. That's why I believe very, very strongly that this is all happening because it's a healing process for us.

And as a planet, as a society, as humans, this needed to happen. As much as it sucks with things that have happened, it's something that needed to happen to wake us up, to wake us up to the problems that we weren't really ... I mean, we thought we were solving them, but we weren't really solving them. And what this enables us to do is exactly what I wanted to talk about today, which is to be resilient.

Throughout my life, no matter what I've gone through, I mean, from being young, and six years old, and having a ballet teacher tell me that I would never be a ballerina unless I lost weight, a good 20 pounds, I mean, telling a six year old that, not cool, to being teased in high school for being super creative, for having big, giant hair that has its own zip code, to going through a divorce, getting married and going through a divorce at a very young age, and being in debt, and trying to just maneuver life, and what has always come up through all of that ... And even my husband's cancer diagnoses, my recent surgery. The thing that people have always said to me is throughout all of this is how resilient I am, how resilient.

And that resilience comes from being able to kind of look at like what's happening. And yes, in the moment you get upset. You get frustrated. You get down on yourself or you get down in the situation. But at the same time, being able to look at it and say, "You know what? I got this. I can do this instead, and I can ..." Or, "This situation is happening because I need to do something differently." And like I said, throughout my life, people have always commented to me that no matter what, I am super, super resilient.

Because, also, at times I thought to myself like, "Wow, I don't have confidence," or you know? But, I do, that deep-seated confidence and courage that we need to be resilient. I've been thinking about this a lot because there are so many things happening in the world today, and I've had lots of conversations with

people about things that are happening and with businesses, businesses being closed down, and thinking about this whole concept or this whole thought of resilience.

My sister's a psychologist, and we talk about this a lot as far as mental toughness, and mental resilience, and bouncing back from traumas. And I think I look at what's happening right now with COVID-19, and businesses being shut down, and what's happening with businesses or what's happening with all the discussions about racism in this country and really in this world, and the difference of opinion about just kind of what's happening and what we can do to fix it.

As I said in my last episode, and I've said this on social media, that change that we want to create in this world is going to come from each one of us individually. Each one of us looking inside ourselves and saying, "How have I not shown up?" or, "How can I show up better in my business and just in life?" Being able to do that, being able to look inside ourselves and create that change within ourselves, and so we can create change in others, that requires an awareness, a self-awareness to be able to say ... to look at ourselves, instead of looking for the answers externally.

I know many businesses and people out there are looking for the answers externally. That's why you have a lot of people criticizing why businesses have made decisions that they've made or criticizing all the different things that are happening in this new world of trying to get rid of racism completely. And you see people looking for the answers externally. And yes, there are answers out there, government loans, and changing, reforming the systems and all of that stuff. But, that change needs to start with ourselves, needs to start from within.

Along with that, when we can have that self-awareness, we can have that self-awareness as to how we can change for the better, how we can be a part of the solution, how we can start showing up better, we can impact change in others. That is what I look at when we have that ability to do that as people, as business owners, as human beings, as friends, as whatever, spouses. That is how we learn to become resilient. I think for myself in things that I've been through ... I mean, I've had to redefine my business several times because of whether I was switching services. I mean, I used to do marketing for people and went through massive amount of burnout, and then switched over into really tapping back into my roots of being a teacher, being a coach, and helping people, coaching them, and consulting to help them to build their business.

I believe that my ability to be resilient and a business's ability to be resilient comes from the ability for us to have that awareness. Because if we're not aware of something, we can't change it, right? If we're not aware of it, and we don't make ourselves aware of it, and we don't wake up to what's happening, we can't make those changes and we can't bounce back from it.

Businesses and people that don't have that resilience, that aren't resilient, what happens is, is that they, number one, look for answers externally, so businesses that are looking for someone else to save them instead of starting with themselves, businesses or people that just contract. There's a huge amount of contraction going on right now. But, just contract and say, "This is how we've always done it, so this is how we're going to do it. And this is how we're going to move forward," or people that are just out there just super, super angry. And I get it. We're going through the stages of grief. But taking that anger and instead of looking for solutions just looking to just fight hate with hate and fight anger with anger, which isn't going to solve the problem either.

So, that resiliency, the three things that I think ... Well, first of all, if you look at the definition of resiliency, it is the capacity to recover quickly from difficulties and toughness. And when we look at businesses, what business resilience is, it follows that definition as well as when an organization can quickly adapt to disruptions while maintaining business operations, safeguarding their people, and their

assets, and their brand equity. So when I look at brand equity, I look at the fullness of their brand and who their brand, what their brand is all about. Being able to do that takes three things. Three things.

Number one is confidence that you can do this. Confidence, confidence that you have the capability to figure this out, to figure out what you need to do to bounce back quickly. Number two, that conviction. That conviction of this is what we believe in. This is what our business is about. This is what we are going to do to move this forward. And number three is that clarity. And getting that clarity really comes from having that awareness, not just what is going on with the business, but what is going on with ourselves as leaders, as managers, as employees, and how we have shown up or not shown up.

Because resiliency, businesses that are resilient, people that are resilient, and I know this for myself, that is when we have a downturn or we have a crisis in our business. We're able to instead of fighting it ... I mean, I heard something yesterday that strength and growth can't happen when we resist ourselves. Whew, when we have resistance with ourselves. Think about that for a minute. And that resistance or that growth happens because we have that ability to be resilient. But if we're resisting ourselves, if we're resisting and we're saying, "It's not me. It's somebody else. It's not my problem. It's somebody else. You need to fix this, and you need to be this way. You need to fight the fight this way," that is a lot of resistance.

And when we have resistance and we're ... We don't have the ability to be flexible. We don't have the ability to say, "Okay, what do we need to do to make this situation better?" I've talked to a lot of business owners. I've also talked to a lot of people about just kind of what's happening out there, and there are a lot of people who are not flexible, who are not flexible and are resisting. I mean, they look at their business and they say, "We've always done it this way. We've always had these services. And when we open back up, we're going to go back to the way that things were." They don't have that flexibility.

So, how can you be resilient and grow from this? Because who knows what the next crisis is going to be, right? If you don't have that resiliency, when that next crisis happens, you're going to be like scampering around trying to figure out what to do, freaking out, which doesn't help anybody.

Plus, also, our ability to be resilient when it comes to a crisis in society, which is what we're experiencing right now, in order for us to build a school society that is built on diversity and inclusion that is also advancing and built on racial equity, we need to have that resilience within ourselves to build cultures in our business that are racial, that advance racial equity, to build cultures in our business that are diverse and inclusive.

If we don't have resiliency, but we have resistance, we will never get there. If we have that resistance and we don't have that ability to be flexible and to be open, to listen to what other people are saying, and to be open to new ways of thinking, and to be open, too ... As I've said for so long, diverse experiences and backgrounds build innovation. Diverse teams build innovation. But if we don't have that ability to be flexible, well, we're never going to be able to move forward. And we're never going to be able to create the change that we want to create. And in times of uncertainty, as what we're going through right now, we're going to be overpowered by it, frozen in fear, frozen in indecision, frozen in old ways of thinking. And we're not going to be able to move anything forward. We're not going to be able to recover from any kind of difficulties.

So, building resilience into our business is super important because it allows us, no matter what happens ... And right now, we've been faced with at least three different ... severely negative circumstances that have impacted businesses. So what we need to do is to build that resiliency in our business and protect different impacts, our people, our assets, which is like our infrastructure, our services, our inventory, our building, whatever, but also to protect our brand, that fullness of our brand, that value and that vision that we bring to society.

The way that we build this resilience is, number one, we have to start with that self-awareness. In my three-part framework, I call it the assessment, the assessment to figure out where have we fallen short. Where are the gaps? And where are the opportunities that we need to focus on? I've said this to people, like building resilience, and they look at me like, huh. But, this is something that a lot of businesses have, bigger businesses have been faced with, but also small businesses really need to start thinking about, especially with what's happened today. Being able to pivot at any moment so that you can go from people who are working live in offices to people who are remote working remotely, to pivot to open up conversation and say, "Okay, we have not shown up as a business in this way, and this is how we're going to show up moving forward to keep people safe, to keep people healthy, and to really create an inclusive environment."

And the more we have clarity, and conviction, and confidence, the more we can build that resiliency into our business. And it's so, so, so important. Because no matter what kind of a crisis comes our way, the more resilient our business is, the more resilient we are as leaders, the more we're going to be able to continue to move forward and show up for this world time, and time, and time, and time, and time again, and be there. Create a new market. Create new innovation. But not just create it for right now, but create it so that it lasts and it's here long, long, long after, no matter what crisis hits.

And things will happen. Our world is an ever-changing, ever-evolving world. And unfortunately, things are moving super, super, super fast, and we weren't going back and repairing the things that we needed to repair, which also is part of being resilient. So even if we look at our society and we look at what's happening in the world today, and we say we do this first piece, which is the assessment, where are the gaps? Where have we fallen short? And where are the opportunities? And that comes from, again, being self-aware. But, we can't tell someone else to be self-aware and we're not self-aware. It starts with us. That resiliency starts with us as business leaders, as business owners, as entrepreneurs, as people, as human beings in society.

So to help you, if you look at your business and you say, "You know what? We don't have this resiliency built into it. We've been struggling. We can't quite get our feet underneath us. There's so many things coming at us, so many ... between trying to figure out how to restructure our business so that we are creating a business of diversity and inclusion. But also, how can we even get the revenue back that we've lost through being closed and having to shift our services and our offers?" And if you're thinking about that during this episode, and you're saying, "How am I going to do this?" well, I've created a workshop that we were actually doing this Thursday, and we're going to be doing it again on Saturday. It is a 90-minute workshop. It includes my three-part framework to teach you exactly the three things that you need to do, the three-part framework and what you can do with this to start to build that resilience into your business.

You're also going to have access to five short videos, worksheets that you can write all this stuff down and really help you to reset your mind to find that self awareness, to dig into that so that you can start creating a plan to survive and get through what's happening right now, but also to thrive in the future, to build a culture that is full of wealth, full of health, and full of resistance. Or, resistance. Listen to me. Resilience.

So if you're interested in joining me for this workshop, it's called The Business Resilience Blueprint. And again, you're going to have access to five short videos, also worksheets, but also 90 minutes with me where we are going to run through what this looks like. We're going to unpack it. By the end of the workshop, you will have a plan as to what you need to do now and how you can start moving forward, what you need to work on, what you need to do so that you can start executing it after you get off the workshop with me.

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So if you go to [theresacantley.com/businessresilience](https://theresacantley.com/businessresilience), you can go ahead and register. This is work that I normally only do with my one-on-one clients, but I'm offering it to my community. It's \$97. And again, it's going to be jam-packed full of stuff. And like I said, at the end of the workshop, you will have a plan as to what you need to focus on in the timeframes, and I'm going to give you three different timeframes, what you need to focus on so that you can start moving forward. It is something that I've taught all of my one-on-one clients, and it's what has kept every single one of them moving forward during this time. If you have any questions, you can also email me at [theresa@theresacantley.com](mailto:theresa@theresacantley.com), and I'll be happy to answer any questions that you have regarding this. But, I hope to see you at the workshop. And until then, have a great rest of your week. Stay safe, be well, and let's really focus on making this world a better place.