

Theresa Cantley: There's one question, one question that you can ask yourself, if you are struggling in your business, things have happened over the past year, and if you are one of those businesses that is trying to navigate the different loans between EIDL and state grants and federal grants and PPP loans and everything that's happening, plus also trying to figure out how to navigate live in-person sales versus virtual sales versus all the different changes, the regulations that are happening, the COVID guidelines we need to follow, and all of that.

If you're one of those businesses that your business has been struggling and your revenue is down and you're feeling frustrated, maybe your team is feeling frustrated, you have all these things, you want to try to do all of these things. You have a list of items that you and your team may have brainstormed and said, okay, these are the things that we need to implement now. And everybody's looking at these projects because of all of the new stuff that we have to follow. Everybody's looking at these projects and saying, oh my gosh, this seems so much, how are we going to get this done? It seems overwhelming. Where are we even going to start?

You might even also be one of those businesses that you're struggling to get employees to come back to work. I know lots of people that I work with are running into that issue, and even posting jobs, posting employment ads and getting no responses. If you are one of those businesses that is experiencing one or two or all of what I just described, there's one question, one question you want to ask yourself when you are sitting down to look at your daily to-do list or to look at this list of projects. There is one question that you want to ask yourself.

And this question is, because you're probably like, okay, Theresa, just say it, the question is, does this make your boat go faster? Your boat, your business. Right? And I heard this story from one of my mentors about the Olympic crew rowing team in England and how they had this philosophy of no matter what they were doing when they were training for the Olympics, when they were at the Olympics, whatever they were doing, they would ask themselves this question of... No matter what it was. If somebody said, "Do you want to do a TV interview to talk about the Olympics and to highlight what you're going to be doing and how excited you are," no matter what came up, they would ask themselves this question, will this make the boat go faster? If somebody says, "Hey, do you to go celebrate because of whatever? We're almost done with training." They would ask themselves, will this make the boat go faster?

And I thought it was interesting and wanted to bring this up on the podcast, because I know there are so many things as business owners that we need to follow these days. And I know it can get very daunting and very frustrating. And at times we feel like, oh my gosh, I just want to give up. Is this even worth it anymore? And I want you to ask yourself when you're looking at everything that you need to do, will this make the boat go faster? And the boat obviously is your business.

So many people think that in order to grow, in order to increase their revenue, in order to fix their business, people think that they need to add more to their plate. They think they need to do more tasks. They need to do more promotions. They need to get more product in their business. They need to add more things to their to-do list. And the reality is in order to be the best at what you're doing, in order to turn your business around, in order to grow your business, in order to build resilience into your business, you actually have to learn to eliminate things from your plate, not add more, and that question of does this make the boat go faster?

So if you're looking at things in your business, okay, a lot of people, as I said, and I've seen it way more than I've ever seen it before, and I'm always one that I've talked about pruning and doing less so you can achieve more in your business. In this past year, especially now with 2020, and everything's starting to open up again, people are just going gangbusters and adding more to their plate and doing more things. And they're feeling overwhelmed. And they're feeling overwhelmed because they're not necessarily getting the volume of sales or the volume of customers through their door that they thought they would.

So when you're looking at your list, I want you to ask yourself, or when opportunities come up, does this make the boat go faster? Looking at these opportunities and saying, will this help our business? Will this ultimately help our business? Or is this going to add more stuff to our plate, take us away from what we really want to focus on, or is this something that's going to align with it? So in order to ask yourself this question, the first thing that you need to do is get super, super clear on what is it that you're really trying to achieve. And especially now after everything that we've been through, taking time to go back and say, what is it that we really want to achieve? What does a super successful dream year look like? What is the vision, going back to the vision that we have for our business, that greater impact we want to make in the future? And the mission of our business, what are we doing in the here and now, going back and fully understanding that.

In my business, Resilience Blueprint, it's one of the first things that we talk about is what is it that you actually want to achieve? Because if we don't know what it is that we're working towards, if we don't know what that bigger impact is that we want to make, well, you can't really make a judgment call as to whether or not something is helping you grow or is hindering your growth.

So the first thing that we can do to build resilience into our business and to also help us to get out of that daily struggle that so many people feel is to first stop and ask yourself, what is it that we're really trying to achieve? Just like the crew team, the rowing team in England, what they were trying to achieve is to win a gold medal in the Olympics, right? That was their ultimate. So what is your ultimate? What is that ultimate thing that you want to achieve in your business?

And then the next step is, is to ask yourself, okay, where are the things that we do super well? And where are the things that we don't do so well, or that haven't worked? And getting clear on that and asking yourself, start asking yourself that question, does this make the boat go faster? I would put money on it because I know I've done it myself with my own business is looking at things. When you're looking at your daily tasks, when you're looking at the things that your team is doing on a regular basis, when you really get real on what's happening and what you're really focusing on, I would put money on it that you can probably eliminate, I know this is going to be a really high number, but you can probably eliminate 90% of the things that you have been doing that are wasting your time. The things that are making the boat slow down, not go faster.

And a lot of people, and I've read this in a book, a lot of people are walking around on this earth with their lights off. Okay? And what I mean by that is a lot of business owners, a lot of people are walking around just existing, not paying attention to things, not living with intention, not putting intention behind the things that they're doing, walking around. It's like driving a car with no lights on, right? When we turn our lights on, that's how we can start to get clear on what is it that we're really doing? How are we really showing up in our business and how are we really showing up to our community? When we turn lights on, we can get super clear on what is it that we're really trying to achieve? What is that ultimate goal, that ultimate dream that we're trying to achieve in our business? Okay?

Because now we have our lights on, now we can start to put focused effort behind what we're doing, and we can start to build that rock-solid foundation that's constructed of things that will make our business grow, instead of hindering our growth, hindering our progression, hindering our business from surviving, no matter what happens to it, no matter what impacts come in.

So I encourage you to take a minute and look at, or get super clear on what is it that you're trying to achieve? What is it, that ultimate that you want to do in your business, especially with everything that we've been through and things that are happening now? I mean, now we have a whole other host of, you know, with the vaccinations and what's happening with the vaccinations and certain places opening up and not having mask mandates and other places are opening up and they do have mask mandates. And I saw some crazy thing on the news today about how people, when they're flying, are being belligerent to the crew, to the stewardesses that are just trying to help you, to the people that are giving you at the ticketing counter, to just other passengers on an airplane because of this whole thing. It's crazy. Crazy.

So again, doing all of that and acting ridiculous like that, I mean, some guy jumped out on the wing of a plane. It's insane. Will that make this world better? Will that make all of these changes and make society move forward? No. I encourage you to take a look at your business and ask yourself, what is that

ultimate that we're trying to achieve? And then from there looking at the things that you're doing and saying, is this going to make our boat go faster? If I say yes to this opportunity, what am I saying no to? But even more so, if I say yes to this opportunity, is this going to make the dream that we have, the goals that we have come true faster, or is it going to slow us down?

And again, think if you look at your list and you get really real about what's happening, you might find that you can probably eliminate 90% of the distractions that are taking up your day so you can focus on that 10%, that 10% that is going to move the needle in your business and steer the ship even clearer and get you to that point faster, that point that you want to be. And to keep moving the needle in the business so you're constantly moving forward and not drifting backwards. And I think once you do that, you're going to start to see where you really need to focus more effort on the things that are going well and get rid of the things that aren't going so well.

And in case you're like, okay, I am feeling a little bit stuck. I'm not really sure which way to go. I kind of know this, but I don't know what next steps to take. Well, don't you worry? I have you covered. Starting May 10th, we are going to be launching a five-day bootcamp experience. Five-day experience live with me one hour per day for five days. And what it is, is the five days of building a resilient business so that you can be profitable and you can stay profitable. And we're going to go over and really get clear on where your business is, where the problem areas are and you'll figure out, okay, what do I need to do next so that I can build that rock-solid foundation so you can become more profitable, and make sure that no matter what impact comes your way, you are going to thrive no matter what.

So make sure you go to theresacantley.com/fivedaybootcamp and sign up. The link will be in the show notes. And I hope to see you there. Again, it is starting May 10th for five days. A lot can happen in five days. And I know that you have it in you to get to the next level, the next level that you want to get to, to make those dreams and those goals happen. So I hope to see you there. But until then, I will see you next week. Have a wonderful rest of your week. And don't forget, ask yourself, does this make the boat go faster? Take care.