

Theresa Cantley: Hey, there. I want to talk a little bit about grittiness and gratitude, grit and gratitude, and how the two of them go together, because right now I know a lot of business owners are just trying to get back on their feet. Things are reopening, there's disruptions in supply chains, there's disruptions in staff, there's disruptions in income, there's disruptions all over the place, and you know what? It's okay, and those are the times that we need grit and gratitude.

So in case you don't know who I am, I am Theresa Cantley, and I am a business growth strategist and I work with small business owners to find that grit and gratitude. And with everything that's happening, and everything that's happened, you might be thinking, I'm not where I want to be, or I'm not where I should be, or things aren't working out, things are going so wrong, and I don't know why this is happening to me. And those are the times, because I had somebody tell me this morning, don't sugar coat it, don't sugar coat where we are, don't paint rainbows on it or sugarcoat anything. And the thing is, is that you can be positive 90% of the time, you can be positive about things, you can be optimistic about things 90% of the time, but that 10% can really take you down. It can take you down, it can take your business down, it can take the success that you've already seen, it can take it right down.

And when times get tough, when things get really challenging, and I know for a lot of people right now they are. I just got off the phone with Apple and I'm trying to get some iPads delivered on a business account, middle of July, because of the disruptions that we've experienced with supply chains. But here's the deal, when things get tough, that's when we have to have that grittiness and gratitude. That is when we need to dig even deeper and ask ourselves the really difficult questions. It's very easy, it's easier to stay in that place of blaming COVID, blaming the economy, blaming everything else and not taking responsibility for yourself, yourself as a business owner, as an entrepreneur, taking responsibility for your own results. It's easier for us to stay in that spiral and stay in that level of stuckness than it is for us to pull ourselves out and say, how can I look at this situation differently?

So I encourage you today to get some grit and gratitude if you're feeling that way. And the one way out of feeling stuck and feeling like you're in this spiral and feeling like you can't get out of it and things aren't going your way, the one way out of it is to remember gratitude. What are you grateful for? And if you can start there, if you feel like I can't satisfy customer orders because I'm back ordered because our supply chain had so many hiccups from everything that happened with the pandemic and I'm having trouble getting staff coming back in to work because of whatever reason, if you're there, put your foot on the ground and step out of the pothole. As I said to somebody this morning, "It's like you're in a pothole with three inches of water, and you feel like you're drowning."

Put your foot down and take a step up, because here's the thing, when those things happen, when these disruptions happen and when these challenges

happen, whether it's COVID and what's been going on for the past 14 months, or it's another challenge that comes your way, because we had this, but guess what? We're going to have more. And when those things happen, that's when we need to pull from our grittiness, our grit, our dig in, and do the hard stuff, and be grateful, the gratitude. The gratitude for being able to have your own business, the gratitude for breathing. As long as you have breath, you have the ability to figure things things out.

So I encourage you today that if you're feeling this way, start with the end in mind. This is how we bring in, we tie to go that grittiness and gratitude, start with the end in mind. What are the results that you're looking for? What are the results that you're trying to achieve? Because grittiness and grit, plus gratitude, is going to give you the success and the results that you're looking for. So let's start with the end in mind. What are the results that you're looking to achieve? I want to sell these many items, or I want to have this much revenue, or we want to increase this much in our profit. Start with the end in mind, and then get gritty. Get gritty and say, what do we need to do to get there? Don't focus necessarily, don't get stuck and stay in the, okay, this is the result that we want, because we want to put our effort into the grittiness.

We want to put our effort into doing the work that we need to do to get to the results that we're looking for. And not many people are willing to do the work, not many people. And if you're listening to this, you're willing to do the work. You are willing to do the work that you need to do to get the results that you're looking for. We will always have challenges, we will always have disruptions, we will always have circumstances that come in, but it's how we handle them and how we move through them that gives us the ability to achieve even bigger things.

And that, my friends, when you roll it all together, when you have that grittiness. You start with the end in mind, and you say, what is it that I want to achieve? And you dig deep. No matter how challenging, no matter how easy, whatever it is, you dig deep and you do the work that you need to do, and be grateful for where you've gotten to thus far. And when we roll that all together, that is what we call resilience. Resilience in our business, resilience in ourselves as business leaders and business owners, resilience in being an entrepreneur. That is how we do the things that most people won't do. That is how we make that huge difference in this world, and that is how we become resilient. So no matter what comes our way, we're able to get through it with grittiness and gratitude and grace.

So if you find that you are not where you want to be, start with the end in mind and get prepared, get ready to get gritty, because that's what you need to do to get to where you want to go. And if you still feel stuck, or you still feel like, I'm not really sure what's holding me back, or what's keeping me here, what's really hindering me, I have a quiz on my site that you can take, if you go to TheresaCantley.com, you can go ahead and find out what's really holding you

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back and what's really hindering your growth. But until then remember, grittiness plus gratitude will give you, and yield, the success and the results that you're looking for. So until next time, thank you for joining me, and I will see you soon.