

# "TOUGH TIMES" SURVIVAL MANUAL

Irrespective of whether you are self-employed or an employee, each will present its own set of challenging and demanding issues.

Over the last ten years individuals and businesses have had to contend with, increased competition, increased connectivity, altered business philosophies, expansions, takeovers and rightsizing. In addition to these challenges, there is now an increased emphasis on profitability whilst simultaneously delivering value and preserving a growing band of vigilant consumers.

This has all contributed to a world that is seemingly obsessed with speed. A world where people crave for quality and balance, yet apparently have put their life on hold whilst they wait for things slow down. Little do they appreciate or recognise that such changes will continue too intensify, particularly when economic and political events of the day have made people anxious and in some ways fearful about the future.

Our business is about helping successful business operators increase their sense of direction, focus, confidence, and capability in all areas of their personal and business lives. In response to many requests from our clients for insight on how to thrive when events seem to be beyond their control, we offer ten strategies for transforming negativity and unpredictability into positive opportunities for growth, progress, and achievement. We trust that these strategies will support your creative thinking, communications, and actions.



## 1. Focus on others

Uncertainty can drive people into themselves, making them feel isolated and helpless. The alternative is to go in the opposite direction, expanding your connection with others — focusing on helping them transform their negatives into positives. The more you can contribute, the less you will need to worry about your own situation. You will become a source of confidence for yourself and others.



## 2. Focus on your relationships

When the pressure is on, people become frightened about the viability and stability of their "futures - commodities" and the jobs they hold". A more strategic approach is to focus on deepening the power and possibility of all your relationships — with suppliers, clients, customers, team members and prospects. Relationships are the key to business survival. Every time you strengthen a relationship, the viability of your commodity will increase. A strategic response is to achieve as many *small results* and make as much *daily progress* as possible. Eleven call by eleven o'clock each day will make a significant impact on relationships and your business.

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### 3. Focus on creating value

Most people don't like being sold at the best of times. In tough times or times of uncertainty, they turn off, hang up, and slam shut. But what people want at all times is value creation — that is, solutions that help them eliminate their dangers, capture their opportunities, and reinforce their strengths. When you focus on providing these three solutions, the sales will naturally follow.



### 4. Focus on your opportunities

Things you had and may have taken for granted sometimes disappear. Some people never get over this. They keep trying to replay their old games. An effective and remedial strategy is to start an entirely new game — using new ideas, new energies, new tools, and new resources. As the world changes, opportunities suddenly become available to achieve far more than you ever did in the past.



### 5. Focus on your progress

Because of some changes, things may not be as easy as they once were. New difficulties can either defeat you or reveal new strengths. Your body's muscles always get stronger from working against resistance. The same is true for the "muscles" in your mind, your spirit, and your character. Treat this whole period of challenge as a time when you can make your greatest progress as a human being.



### 6. Focus on the present day

The "future" is an abstraction and the past is history. The future doesn't exist except as an idea. The only future that has any reality is the one that you continually create for yourself through each day's contributions, achievements, and results. This is an excellent time to ignore all those experts who never saw the present circumstances coming. Focus on what you can do over the course of each 24 hours, and you'll be the only expert on the future you'll ever need.



### 7. Focus on the possibilities

Many people define themselves by external circumstances. When these abruptly or unexpectedly change, they don't know who they are, so they keep trying to be who they used to be. From now on, take your cues from the inside — from your dreams, ideals, values, and operating principles. These need never change, regardless of the circumstances. Take advantage of external confusion to become self-directed, self-managed, and self-motivated. In other words focus on the possibilities of self – renewal.



### **8. Forget about events, focus on your responses**

When things are going well, many people think they are actually in control of events. That's why they feel so defeated and depressed when things turn bad. They think they've lost some fundamental ability. The most consistently successful people in the world know they can't control events — but continually work toward greater control over their creative responses to events. Any period when things are uncertain is an excellent time to focus all of your attention and energies on being creatively responsive to all of the unpredictable events that lie ahead.



### **9. Focus more on what's available rather than what's missing**

When adversity strikes, many desirable resources are inevitably missing — including information, knowledge, tools, systems, personnel, and capabilities. These deficiencies can immobilize many people, who believe they can't make decisions and take action. A strategic response is to take advantage of every resource that is immediately available in order to achieve as many small results and make as much daily progress as possible. Work with every resource and opportunity at hand, and your confidence will continually grow.



### **10. Focus on the positives**

When times get tough, everyone has choices; complain or be grateful. In an environment where negative sentiment is rampant, the consequences of this choice is much greater than first thought. Complaining only attracts negative thoughts, negative people and negative outcomes, with basement outlooks! Misery loves company and negative people love to act as a distributor and a recruiter. The more people they can recruit down to their low level of thinking - the happier they are! Positive affirmations, on the other hand, create an opportunity for best thinking, positive actions, and results. Focus on everything that you have to be grateful for, communicate this, and open yourself each day to the best possible consequences and opportunities. The impact on personal energy will be significant and remember you don't have to listen to negatives. For further information about Strategies, Business Building Workshops and Coaching Programs contact Effective Planning Solutions P/L

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