

April 6, 2020

From our office to yours, a few small pieces of advice in this challenging time:

The Global Pandemic has left most wondering how to move forward as business owners.

You're NOT alone. Across North America, as we proved in our Grow Forward webinar, thousands of landscape businesses are facing this challenge along with you. As landscape professionals, we're skilled at adapting to changing weather and seasons. This pandemic is a season like no other, for which we each need to develop our own plan. For now, that's an emergent strategy.

You'll need to quickly map a path that will equip you to emerge out from this remaining viable as a company, as an employer, with a committed and healthy team, with a solid client base, with a recognized and desired brand, and with the cash flow to get you there.

CBH Covid-19 Planning Tips:

Start at the beginning – with nurturing your own personal leadership toolbox first.

1. **Be Conscious Of Your Mindset.** Judgement keeps us stuck. Acceptance moves us forward. Find the courage and resolve to accept that we are in an unprecedented situation. There's no manual for this. (Yet.) And you're going to have to think differently about your business than ever before, to create new solutions and efficiencies that align with current reality. It might not be pretty, and you need to build your own bridge to success while you're walking across it - in the weeks and months ahead. Breathe. Focus. Grow Forward. Even if it seems counter-intuitive, you've GOT this.
2. **Manage Your Stress Level.** Make the time to unplug every week. Go outside. Have some fun. Decompress. You can't lead others, or your company brand, or the company bank account if you're overwhelmed. Pay attention to your 'self-talk'. Don't panic.
3. **Focus on what you can Control, and on what you can Influence.** Give no 'air-time' to things you can't control. Answer three key questions:
 - a. **What** (has happened that I didn't expect)?
 - b. **So What** (does that mean to my business, cash flow, team etc)?
 - c. **Now What** (can I leverage and change to adapt and keep growing forward)?

As an experienced business coach, please trust my advice – that in a business crisis, leadership is crucial – and hard. By following these three steps, you'll be choosing to grow forward into both planning and the opportunities ahead, as invisible as they may seem at the moment.

With best wishes for healthy outcomes for you and your family, and for your business.

#flattenthecurve



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