

Success Smarts® Club Members Overview for Nov. 2023



Dealing with Crisis in Business & Life Lee Milteer Interviews James Karl Butler



A crisis will happen in your business in the future. It doesn't matter what it is. It is your job to beat the crisis by your thinking and focused action. You can do it.

Brian Tracy's four-part, crisis "worry-buster formula:

- 1) Stop and identify the worst possible outcome of the crisis.
- 2) Resolve to accept the worst, whatever it is, should it occur. Once you have mentally decided that you can live with the worst possible outcome, you will stop worrying.
- 3) Determine what actions you would take if the worst possible outcome occurred.
- 4) Begin immediately to identify everything you could do to minimize the damage or reduce your losses.

When a crisis occurs, do these four things immediately:

- 1) Stop the bleeding. Practice damage control. Put every possible limitation on losses. Preserve cash at all costs.
- 2) Gather information. Get the facts. Speak to the key people and find out exactly what you are dealing with.
- 3) Solve the problem. Discipline yourself to think only in terms of solutions, about what you can do immediately to minimize the damage and fix the problem.
- 4) Become action oriented. Think in terms of your next step. Often any decision's better than none.

Some take-action suggestions to pull out of a crisis:

- Start with your intention to make things better. Your intention is everything.
- Take simultaneous actions, not sequential ones. You don't know exactly which one thing you do will bring the greatest results.
- Increase your effort. Take massive action. Implement quickly.

Coming out of a crisis with an outrageous 90-Day Challenge

- Pick an outrageous business goal that inspires and stretches you and your team.
- Make it a game, with rewards for performance.
- Have an accountability partner who can keep you on track to ensure that you are working at a peak performance level.
- Focus ONLY on doing revenue-producing activities over the next 90 days. Pay for performance, not perspiration.
- Refuse to get angry when things go wrong during the day. Instead, ask yourself: What will I do to get back on track towards accomplishing our outrageous goal in the next 90 days?