



## **Embracing Resilience on The Road Back to Business Recovery!**

Every day and with more and more Canadians getting vaccinated and with COVID case counts dropping, it is time to think hopefully and optimistically about envisioning your business rebounding on the road to recovery where we anticipate re-opening and returning to full vigor...as we all hope and dream.

Here are but just a few resilience and recovery tips to consider on your road back...

### **If You Need It ...Start by Reaching Out and Seeking Help**

All too often when we become mired and bogged down in a problem or a challenge and especially the business owner who's passionate and deeply connected to their business, we lose sight of a path forward and tend to focus on the problems, challenges, and negatives. Smart businesspeople know there is real value in reaching out for advice and help. Fortunately, there are so many valuable resources in your community and online that can provide clear-minded, objective advice and expertise. Organizations like CF Middlesex are a great place to start.

### **Actively Engage with Your Customers and Clients**

The road to your business recovery will be greatly enhanced if you remember that your customers and clients were and are and will be your partners in your future success. As much as your business has suffered through these uncertain times, so have your customers and clients. Therefore, take time to check in with them and see what their primary needs and interests will be post-pandemic and how they would like best for you to resume the way you do business.

### **Listen To What Your Employees Think**

Whether you have only a few or many, your employees too have had to deal with the challenges and sacrifices of the pandemic and as such employees can provide unique insights and offer potential solutions and ideas on how your business can move forward and enjoy a post-pandemic revival. Seek out their thoughts and ideas on relaunching your business and implement some creative in-house solutions.

### **Seize This Unique Moment and Reflect on Your Strengths and Lessons**

Resilient people are people who focus on the process and steps needed now and tomorrow to "bounce" back. For that they know that the road to recovery and re-opening will require a positive attitude and outlook. After all, a negative mind and negative thinking will NEVER lead you to success in business or in life!

You can begin by making a list of all your business strengths and assets. It will be your strengths that are the foundation of your business recovery will be built on and the best place to start. Maybe you enjoy a loyal and supportive customer base, highly experienced employees or a great reputation in the community, or outstanding customer service. Building back better means appreciating what makes your business a success and then capitalizing on that!

Then take some time to examine any existing or possible opportunities to broaden your reach into your existing market. Maybe by adding more virtual services and or developing an e-commerce element into your website you will discover a way to better market your products and services. Adding services can help reach new customers or provide existing customers greater service and therefore value.

Lastly, examine the lessons (successes and failures) that you and your business learned through the pandemic. Be strengthened by the wisdom (the experience of success and lessons of failure) you've gained and let these lessons learned to be the legacy that guides your business forward. Every business benefits by engaging in occasional reflection and a little inward analysis, especially if what we learn from the past translates into a better business going forward.

### **Incorporate Your New Business Solutions into Your New Business Model**

Because of adapting and pivoting around the COVID restrictions, you might discover that your post-pandemic business model will have had to add or introduce new business avenues. In a sense, it is about fluidity – adapting and adopting new ideas and solutions willingly as challenging conditions dictate. As you revive your business, look to incorporate a mix of what has always worked with and new solutions you generated during the uncertain times of COVID-19. By integrating the best of the old and the new, your business can offer your customers more than ever before!

### **Create A Buzz and Plan a Celebration or Your Own “Victory Parade”**

Finally, consider planning a celebration, some type of campaign, promotion, or event that can both rally, uplift, and excite your staff as well as your customers and clients. The business world has essentially been fighting a “war” and now that victory is within sight, you have an amazing and unique opportunity to celebrate the end of the pandemic, re-open your business with some fanfare and re-engage with your customers. Your mission ... to let them all know that you and your business is back, the doors are wide open and It's time to welcome the return of normalcy.

In conclusion, the pandemic has had a real toll on business. It's impacted the collective mental health of owners, staff, and customers. It has caused great personal and financial hardship. And with around 1.4 million Canadians having tested positive and over 25,000 lives tragically lost, we've truly been tested as a county and as a people. But in the end, resiliency is about having faith in yourself, your business and about prevailing in time and with hard work over adversity.

In the end, I'm always reminded that tough times never truly last but tough, creative, positive, and resilient people and businesses do!

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