



11 Steps Towards Mastering Change in These Uncertain Times

1. Self

Place yourself in the best position to handle the stresses of change. Care for yourself mentally, physically and emotionally. Consider the following:

Sleep

If you're clocking six hours or less of shuteye, it's time to change that. Think of it as the power-up you need before tackling important matters of concern, including major decisions. When you're fully charged by a good sleep, you can think clearer, manage emotions better, and not be hampered by feelings of physical weariness.

Focus

Trying to do too many things will only result in very few of them done well. Stop stretching your time resource to its limits. Make space for periods of self-care. It will better equip you to then take care of others.

Exercise

Do something physical for 30 minutes a day. It will rev up your metabolism and release those "happy" chemicals that will give you a sense of wellbeing. In the midst of serious and potentially very stressful situations, you need good bodily health to step up and to deal.

Nutrition

Like sleep and exercise, the food you eat will play a significant role in your overall wellbeing and ability to cope with stress. Get the healthiest foodstuffs you can, and supplements if you need them.

Education

Knowledge, and using it effectively, is key to finding the opportunities in any hardship. Once this reset in the world has passed, there will be new ground made by people who are ready for it. If you've educated yourself on the current trends (with some good news filters), you could be one of those people.



Fear management

Fear and concern are normal. They trigger our survival instincts and make us act to protect ourselves. We need ways, however, to handle them in a healthy manner, not letting them override good sense and reason.

2. Certainty in your business machine

Redeploy assets

Whatever business you have, there will be a business strategy that you can adapt. Perhaps the product you sell is not currently popular. You may still have assets that can be redeployed into different markets. Have you got good communication skills? Are you creative? Have you got a process or intellectual property that could be useful elsewhere? Look for areas that will likely grow, and look to spread risk among slightly different segments of that.

Avoid heavily geared business

Look for a business model that doesn't require a lot of upfront investment for uncertain rewards. You might explore the information/education market at this time. You likely have some kind of expertise that people hungry for knowledge will pay for.

Keep it simple (but have more than one)

You can have too many things going on. Reduce your number of products to the few that actually sell.

Beware, however, of single-source dependency, where your whole business hinges on a single offer. This applies as well to your team, your supplier, your clients.

Have checklists

Whatever you're doing on repeat, whatever you're going to redeploy, checklists will let you build up your intellectual property so that it can be used over and over again. This, by the way, may also allow you to lease out your IP to other businesses on a royalty basis, a business model with minimum downside.

3. Have a dashboard

What you really need is to know the indicators of health for your business, the signs



that things are going well, or not, early and often. There are multiple places you can get information - from your ad campaigns to your tracking tools to the market vibe. You should not be flying blind; you need to know early when there are problems.

4. Segmentation and scoring

This is where you tidy up. Have an in-depth look at your business:

- Where are your good clients versus those that aren't going to - make it?
- Which business units are profitable, and which are losing money?
- What are the best markets to operate in, and in what currencies?
- Which segments in your team are the winners and which are losers?

Question everything and avoid sunk cost. Be prepared to let go of whatever's not effective, early.

5. Pay yourself first

For every bit of profit you make, have the discipline to put some aside. It's important to earn more than you spend and keep reserves. If you need a budgeting system to do that, consider a series of bank accounts. Books by The Barefoot Investor and financial podcasts like Dave Ramsey's teach you about putting away funds.

6. Hedge

Introducing the catamaran theory. Protect yourself from sinking by having more than one of the essentials. Multiple supply chains, multiple business models, multiple team members who can do a certain task.

Run counter to the market. If everyone's scrambling aggressively for sales, offer free or affordable help with good payment terms to build goodwill and stock value in your brand.

7. Look for the opportunity

In every single down market, there will be opportunities, because it will rise again. Where it rises is important - you have to figure out where the opportunity is. A good starting point is, what would help your customers? Begin there, and you'll find out what else they need. In this time, for example, when everyone is indoors and online, streaming services are loaded and home exercise equipment is sold out.

There may be chances for you to venture into new markets. Think of what's on the



other side of this upheaval. Whatever's down right now may resurge. Think about how you can act on that.

8. Adapt

You need to adapt fast. This is important when it comes to change - your willingness and ability to adapt and adjust your plan and be fast and avoid that sunk cost is going to determine the extent to which you succeed. You have to be able to let go of things you did before.

Be decisive. Move quickly in the new direction and start the new thing. The earlier you start, the sooner you'll get results and feedback, and the quicker you can adapt and adjust your approach.

9. Your environment

You want an environment that can get the best out of you. This can apply to the people around you. You need to be around people who are positive and supportive, and who will also tell you the truth when you need to hear it.

Your workspace should be conducive to productivity, a quiet place where you can get things done, with the minimum amount of tools and physical equipment that will do the maximum amount of work. Streamline things; get rid of the low-quality stuff and organize your space, putting things back after using them.

10. Messaging

Keep your finger on the pulse of your audience. Communicate regularly and clearly. Coach both your team and yourself, and keep the message positive.

11. Help others

When you've done the job for yourself, when you've mastered change, and are in a good place, it's time to lead and support those around you. You're not the only one being impacted, and when you've got things figured out, that's the time to step up and help your neighbors, your family or friends. Change can become not something to be feared, but to be celebrated, because it can be a wonderful expression of living, and an opportunity to be your best self.

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