GUEST AUTHOR EDITION



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Street smart advice to help you get a grip on managing, communicating, leading and building deeper client relationships.

“Small steps can make all the difference

In what seems to be both a blink of an eye and an era ago, our world has been fundamentally altered. And that change is not over yet.

...our world has fundamentally altered.

We have found that taking three small steps can help shift mindsets and outlooks from retreat to recovery and dramatically help manage the ongoing change every business is experiencing.

At BetterNormal, the three impactful steps we recommend are: Regroup, Reframe and Reboot.

Regroup

Before getting back to business in earnest, make sure you and your team are prepared mentally and emotionally to do so successfully. While the pressure may be to generate revenue again, remember that it’s not possible or meaningful without people, so start there. And remember you are a person too!

Acknowledge and share the upheaval you have collectively experienced and identify those actions, tools and approaches that have actually improved the way you used to work.

Consider your partners and customers too.

Consider your partners and customers too. This pandemic is global and is ongoing. Everybody you rely on to make your business successful will have been impacted in some way. Don’t assume they are all ready to make your business a success again. Reconnect to understand what their needs, concerns and ambitions are now.

Reframe

Next, take a moment to clarify why you have a business in the first place. In short, be clear what your personal and your business purpose is.

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...reframe your personal and business objectives.

Before COVID-19, many of us were so busy being busy that we may have drifted away from what the business had originally set out to do. Most organisations had become engrossed in hitting annual targets, these became the sole measure of success. Vision and Purpose statements were communicated, but few were truly and honestly used as the means against which progress was tracked.

Now is a perfect time to reflect on your purpose and to note how you frame what accomplishment and happiness looks and feels like. Aim for that, not just a fabricated number.

With a clear purpose defined, reframe your personal and business objectives, the actions that will help you achieve them and the metrics you will use to deliver your true purpose.

Reboot

It takes commitment and courage to overcome disruption but defining what is important to you, building on your strengths and honestly recognising your challenges will dramatically increase your chances of success. However, only if you act.

This of course is probably the hardest step to take. Start small if needs be, but start. Set bite-sized milestones and move towards them, tracking progress at short and regular intervals and adjusting accordingly.

Your change may be great or small, but either way, acknowledge you are venturing into unfamiliar territory. Missteps will be made, detours are likely and temporarily getting lost is to be expected. While it may not be easy, it is vital to remember that sticking to your old path is far riskier than attempting to forge a new one.

If you would like to learn more about how we can help you leverage and manage change in a positive way, please get in touch.

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Our Guest Author:
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Tim's passion for design (both the process and the output of it) and the positive impact it can have when leveraged within business strategies has led him to work in Hong Kong, Switzerland, San Francisco and the UK.

Throughout his career he has worked in numerous design consultancies involved in multiple sectors with brands such as Dell, Elekta, GSK and Hitachi Rail. Tim has also held senior management positions within Speedo and parent company, Pentland Brands.

In 2019, Tim co-founded BetterNormal, an insights and innovation consultancy focusing on people and collaboration to help organisations navigate change and deliver initiatives that truly matter to them and their customers.

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