



SMA LUNCH N LEARN

Neutral Thinking and Bouncing Back

NEUTRAL THINKING

It's Not About More Positive Thinking.



It's about eliminating negative thinking. Neutral thinking allows you to focus needed personal energy on "The Bounce Back". This new normal will require a focus forward thinking with the ability to manage uncertainty for extended quarters. Stay Neutral.

BOUNCE BACK FOCUS

Punch Fear In The Face!



Fundamentals destroy fear! Establish and maintain a safe and clean workplace. Invest in, train and cross train your leaders. Cash (do I need to say more). Assess and improve your processes and systems. Be the source for relevant news and information. Appreciate and Celebrate with your team.

TEST ALL ASSUMPTIONS

What are you assuming right now?



Neutral thinking is key when evaluating your ideas and thinking. Do a scenario analysis and ask the deeper questions related to your current plans. Its easy in the excitement of a bounce back to dial down our brains. Now is the time to dial your brain game up!

CIRCULATE WITH PURPOSE

Think Michael Scott's Rolodex.



It's time to build a communication cadence with your customers. Remember your top 25 customers make up about 89% of your revenue. Stay connected and share information, it will strengthen your relationship and deepen trust. And Your vendors need some love too, reach out and ask them how they are doing. It will serve you well.



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FOCUS ON SOLUTIONS

Spend More Time On Solutions Than Problems



Our tendency when it comes to managing uncertainty is to make problems bigger than they really are. In this season of the bounce back it's critical that we have a solutions mindset so when problems occur it doesn't trigger panic and cause us to make poor decisions.

RAISE YOUR GAME

Be So Good They Can't Ignore You!!



This is the time to raise the value of your differential advantage. It's what sets you apart from everyone else and positions you for greater opportunity! You are in control of this, double down on quality, spend extra time on skill development and master your craft. Where do you need to raise your game?

OPPORTUNITY KNOCKS

See, List and Deeply Investigate Opportunities.



Seasons of uncertainty have a way of thinning the competition. It forces people to aggressively search for solutions to their problems. This will provide a tremendous number of opportunities. It's easy to think that those opportunities may be more than you can handle but I encourage you to dig deep and check them out you'll be surprised what you will learn.

TAKE MASSIVE ACTION

Massive Action Simply Means... "Now".



There are times in our leadership and in our business lives when we have a great ideas. The reason many of those great ideas are not actualized is because we take so much time before we execute. It's simple, think it, say it, act now!! It will provide you a level of internal momentum that will drive you through the bounce back season.