

ESBA

PLANNING FOR CRISIS

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My number one takeaway from this video

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DISPLAYING CHARACTER

Many people want to build a business without checking if they have a permit to build where they want (i.e., have the authority), if they have the right building materials (e.g., strengths, truth and experience), or the right foundation (e.g., character).

Entrepreneurs must communicate their vision. They cast the vision for the company and those who do business with the company. This can require passion and influence and salesmanship. However, oftentimes people get 'carried away' in their excitement and trade the truth for 'good salesmanship.' Lying produces influence that is short-lived.

Set your internal script

Everyone has an internal script. A collection of statements they tell themselves that become one's internal script and influences self-belief. That is why people who lie habitually can become a challenge to confront; they've repeated the lie so often it's become hard-wired into their belief system as a truth.

What are some internal beliefs you have about yourself? _____

Be authentic

If you want to have a strong foundation for your business, you must build on strength of character and with good support. Strength of character is found in truth telling. When you know your internal script and have based it on the truth, you don't have to remember if something you said deviated from the truth. This creates a more powerful framework for communication, sales and business growth.

Once you begin growing your business, this foundation of truth you've built on will give you more authority. It will give you control of your sales, business conversations, choice of clients and confidence. Truth in business looks like:

- **Competency:** Competency breeds authority. You are the subject matter expert on your product or service. You've lived the experience and the product. You know every component or nuance, you can anticipate and answer the questions you'll be asked and you can make guarantees. These allow you to serve others well and will grow your reputation of character much faster than any sales pitch.
- **Trust:** You do not need to inflate your own ability or the performance of your product. Your confidence comes from the authority you have in delivering results and being honest about your results.
- **Empathy:** You can identify with your client's pain points and fears. You can address those emotions and facts with sincerity. This empathy leads to accountability and helping clients take ownership of their problems, which is the beginning of finding a solution.
- **Leadership:** You don't need to keep the clients coming back to you as a source. There are thousands of people who can fit in your niche while you release others to move on as they grow. You're confident in how you've served.
- **Value:** You don't need to keep clients hanging on to keep getting money from them. You've made your nest and set your boundaries independent of the purchase. This frees you to pursue relationship, deliver value and make an offer, not a sales pitch.

Set your boundaries

Defining your limits ahead of time will help prevent big mistakes. Oftentimes people make permanent decisions in temporary situations. They don't have the perseverance to endure a short tough season. They fail to understand that it's only a season, it will pass.

Safeguards for your business¹ are either relational or transactional. Relational boundary examples include working and non-working hours, communication, expectations, personal challenges and concerns. Transactional boundary examples include email responses, meeting availability, purchase follow-up and customer service.

Write out your boundaries

Transactional:

Ugly emails

Bad business reviews

¹ Boundaries will be more clearly defined in later sections, including writing out your mission / vision / values and policies and procedures.

Unhappy customers with a product

Unhappy customers with a service

Policy limits on corrections

Personal values for making things right and going the extra mile

Relational:

Sick days in the family²

Personal relationships that need nurturing

² Who will take care of the sick kids if you and your spouse both work? Where is your character first loyal to?

Dealing with moments of crisis

Balancing life and family

Boundaries, like your niche, increase your value.

Plan in advance

Plan in advance how you'll respond, not react, to things such as ugly correspondence, bad decisions, financial stressors or life challenges. You can cover some of this in your business policies. For example, if you're a photographer or graphic designer, you can set a limit on how many times you'll submit a project and make changes. When it's in policy form and easily accessed by the clients, enforcement becomes more clinical and less emotional.

Sample standards of response in Global Fútbol Training (GFT) include

- Waiting 24 business hours minimum to respond to harsh emails
- No going 'live' on social media after an ugly experience
- Avoiding shame or blame in any form when responding to a client

Address bad reviews

One thing healthcare and its research has taught the rest of the world is the power of honesty in relationships. When someone has been injured in a hospital setting, most often the families who brought lawsuits or lashed out simply wanted an acknowledgment of their experience and pain.

In entrepreneurship, this often looks like getting a bad review on social media. The internet provides a false sense of security to users, contributing to attacks from anonymous sources. When someone is upset, a quick press of their 'go live' button on Facebook can result in a 20 year career reputation damaged in seconds.

How do you address these situations or prevent them from happening?

1. Control your own emotions.
2. Communicate your policies to people at the beginning of the relationship (a boundary) that spells out what they can expect and why from you and your business.
3. Do business with integrity. Don't cheat people.
4. Have empathy. Remember you're dealing with a person³.
5. Build and stay in touch with your relationships before there's a problem.
6. Acknowledge the bad review and ask to speak with the person filing the review.

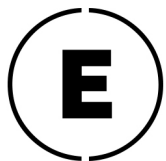
³ This is one reason why having a good financial boundary in place, a wall, will help you not respond to people from a place of lack or need financially.

YOUR IDENTITY BEYOND SUCCESS / FAILURE

Sometimes you do everything right and you still experience a failure. This can be painful but when you've built your life and business on character, you can realize loss is not a personal reflection on you. You can continue to grow and create. And you can create again.

Character

Character cannot be summoned at the moment of crisis if it has been squandered by years of compromise and rationalization. The only testing ground for the heroic is the mundane. The only preparation for that one profound decision which can change a life, or even a nation, is those hundreds of half-conscious, self-defining, seemingly insignificant decisions made in private. Habit is the daily battleground of character. Senator Dan Coats



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