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# THE NOW

Leadership will get you through

BY JAY PERRY

**Y**ou know what's happening. Any news channel can update you on present conditions. Likewise, there are lots of prognostications—running from dystopian and bleak to downright dire.

This column isn't about that.

It is about the fuzzy big picture of how leadership will get us out of the current situation and moving toward the 'new normal.' We may not know exactly how the picture will end up, but one thing is very clear to me: it's time to start working hard as a leader on the positioning of your business to prominence in your market.

I am privileged to work with clients with characteristics that prove effective in dealing with 'the now.' Don't forget they are working through the same uncertain condition as we all are. One of the things they possess is a drive to excel and why they see much of the disruption as an opportunity to review, reassess and reboot so they are looking hard at things like processes, staffing needs, systems, organization and efficiencies.

One of our clients went from monthly sales of more than \$300K to \$0 within a week because of their position in the entertainment industry. They have reassessed completely every aspect of the business from sales to shipping and reimagined what they can offer as both core services and ancillary offerings. They have designed a coaching program to strengthen their staff's ability to perform both under pressure.

They have also sourced new suppliers, forming new partnerships all allowing them to actually broaden their offering.

Another client utilized technology to overhaul the in-house training they provide staff. This has allowed them to pick up more efficiencies and share the vast experience across their entire network of professionals.

Another reimagined the marketing outreach and proportionately grown their business with innovative video, intake procedures and service offerings.

Another has examined each of their staff for fit within the organization to ensure a tighter alignment with the overall growth goals of the company. This includes evaluations and assessments of both skills and attitudes.

That is just four out of dozens of clients that have seen the potential upside of the problem.

There is another trait these clients all hold in common—optimism. They realize, as I do, that the human spirit is indomitable and will not be held down for long. They have been creatives, disruptors and innovators in their historic rises in their respective industries and have tremendous confidence in the abilities of their staff and the ones they hold personally.

One last thing—at the risk of sounding self-serving—they, along with our other clients have each committed to the enrichment of themselves and their people through investment in coaching.

So, whether you would like to explore the possibility of talking to an optimist like me about coaching yourself and your people to a more productive and attractive business position, please reach out for assistance. The day we realize that none of us can do it alone it is the birth of knowing you are the one who's driving. **CRM**

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