

## Now is the Time for Focus

As of late April 2020, there is one thought at the forefront of the vast majority of businesses around the globe, namely, what steps do I need to take to stay in business until the COVID-19 pandemic is over or recedes? There is no doubt about it, this is the “big question” of the day.

The global economic structure hasn't seen this much uncertainty since WWII, and some would argue that we've never seen this level of simultaneous global economic disruption. Knowing what steps you need to take to keep your business up and running is of paramount importance.



In short, business owners must be sure that their businesses are in good shape. You should take every step possible to position yourself for when the economy is back up and running at full steam. Right now, there is a degree of chaos and uncertainty, but this will not last. As a business owner, you need to focus on getting your house in order.

Now is not a time to take a vacation. Instead, you should be focused like never before on the inner workings of your business. You should be striving to find ways to improve every single aspect. Of course, this is easier said than done. There is a real psychological hurdle, as for many people it seems as though everything has “stopped.” While customers, clients, and staff interactions have been dramatically reduced, now is not the time for you to “check out” mentally and wait for things to get better.

Rarely, if ever, has it been more important for owners to invest as much of their time and energy as possible. After all, as a business owner, you have already shown a great deal of drive and determination, as well as at least some level of out of the box thinking. You have proven that you have what it takes to get through the recent challenges.

Many will feel dejected right now. But you should pool on the same skill sets that allowed you to create a successful business in the first place. What obstacles did you overcome in life to create your business? Was your business created during a prior economic downturn? The odds are that you already have skill sets and strengths that will allow you to survive the fallout of COVID-19.

For business owners who truly want to survive the economic stress of the pandemic, ultimately, focus is key to survival. The odds are excellent that there are revenue streams and different approaches that may have been overlooked. Your job is to identify and then exploit those avenues.

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