CREATE FOUNDATIONS

POWERED BY CREATE BIRMINGHAM

ASSESSING & ADDRESSING YOU & YOUR CUSTOMER

CREATE FOUNDATIONS:
Assessing & Addressing You & Your Customer

1. S.T.O.P.

A Calm Mind is a Creative Mind
(20 minutes)

This S.T.O.P. method – created by The Big Self School (shelleyprevost.com) – will help you calm your mind and body so you can quiet the anxiety and move back into creativity. It's almost impossible to have self-awareness and practice discernment if you are running on high alert.

S: Slow down – We have so many more creative ideas in the shower because this deep relaxation allows our brain to dip into gamma waves -- the brain waves that can access other parts of the brain. This happens any time we can slow down our bodies, minds, and breathe. When we lose focus on the need to be productive, our brains can find new synaptic connections, assemble ideas from different parts of the brain, and move us into a new, creative state.

T: Triggers – The root of our stress and anxiety is almost always fear. And in order to tame the fear, you have to name it.

O: Opportunities – To move forward, we have to do the hard mental work of holding our fears a little less rigidly and seeing what opportunities arise. For example, instead of "I'll never be able to start over" what could you believe instead?

ASK YOURSELF:

- What is an alternative way of thinking about this?
- What opportunities might be lying dormant that I could begin to think about?

The opportunities step also can help you identify ways for getting your needs met. Be aware of where you are and what you need right now, and then ask for help. Which describes you best right now?

- I need more anxiety and stress reduction help.
- I'm over the acute anxiety and don't need a lot of help there, but I could benefit from ideas around other aspects of this transition (pivoting, remote work, leading remote teams, parenting, etc.).
- I'm so over all of it and want more ideas for nourishing my wellbeing, creativity, and productivity.

P: Plan – This final step is listing only one or two next right moves. These should be actionable items that can be completed in a day or two that will help you move forward. We tend to rush this step and get overwhelmed or annoyed when the rest of the world doesn't move with us.

Many of us throw in the towel at this point -- it's too hard and we don't see the progress that we expect. Fight the urge to maintain really high expectations and plan a few things every day to move you forward.

Repeat this process every few days or weekly as needed.

1. Take a few minutes to S.T.O.P and think about how you're feeling.

2. Slow down – Close your eyes, turn off your video, and take five deep breaths.

3. Triggers – Dump out your fears in the space below. Create an exhaustive list of what you're afraid of right now. These may be actual fears, 'I'll have to lay people off,' or perceived fears, "I'll never be able to start over."

4. Opportunities – Take one of the fears you listed above. Rewrite it. What opportunity does it hold? What are you struggling with most right now (anxiety, transition, nourishing)? Who can help?

5. Plan – What is ONE thing you can commit to doing in the next day or so to help you move forward?

2. The New Normal

Finding New Rhythms

(20 minutes)

You of all people know how difficult running a business can be—how much persistence and personal sacrifice it requires. If you've been in business for long enough, you've probably developed a reliable rhythm of time management. Before all this craziness, your schedule likely demanded a lot more time at work than home. Now that you may be home more often, you might have the opposite problem!

In this section, we'll explore the unique problems that social isolation creates for time management and how to address those challenges. It's important to identify the obstacles and name them.

Think about what your typical workday looked like before you had to adapt your business. Write down approximately how many hours a day you spent doing the following activities, then total the number of hours at the bottom of the chart.

Activity	Hours
Sleeping	
Eating	
Working	
Showering/Getting dressed	
Exercising	
Riding/Driving/Commuting	
Studying	
Preparing meals	
Watching TV/Reading	
Praying/Meditating	
Other:	
Other:	
Other:	
Total:	0

Now, think about your typical day under the current circumstances. Perform the same exercise as you did with your previous typical workday.

Activity	Hours
Sleeping	
Eating	
Working	
Showering/Getting dressed	
Exercising	
Riding/Driving/Commuting	
Studying	
Preparing meals	
Watching TV/Reading	
Praying/Meditating	
Other:	
Other:	
Other:	
Total:	0

3. How Has Your Customer Changed

Don't Follow Your Heart; Follow Theirs
(20 minutes)

Pinpoint the Problem

If your schedule has changed, it's likely your customer's has as well. If you are experiencing new challenges and frustrations, it's likely your customer is as well. Understanding these challenges will help identify new solutions.

ASK YOURSELF:

- What pains or needs does my customer have right now?
- What challenges is my customer facing?
- What frustrates my customer?
- What does the customer want that they can't have? Why?
- What is keeping the customer from getting what they need?
- How do I know?

A Day In the Life

Now that you've thought a little about how your customer's needs have changed, you need to dig deeper. One great way to get to know your customer better is by thinking through a typical day in which your customer would use your product or service within the current constraints.

ASK YOURSELF:

- What does my customer do now on a typical day? In what order?
- Where and how does my customer work? What is the family situation?
- Where and when does my offering fit into my customer's day?
- Why does my customer need or want what I am offering?
- What is happening that creates the need?
- Why does my product or service make sense for this customer and context?
- What motivates my customer to buy and what influences the decision?

4. What Do Our S.C.A.R.S Tell Us?

Let the Healing Begin
(20 minutes)

Body scars are a longtime reminder of wounds and healing. When the battle wounds inflicted on you by unexpected change begin to heal, what will you have learned? S.C.A.R.S. is developed by Jacqueline Jones of One Degree MMM (onedegreemmm.com).

S: Success – Just as your idea may have evolved, your definition of success may have also evolved. Consider where you are now and where you want to be. What is your new definition of success?

C: Creative – Change brings about creativity. What are some creative ways you can move your ideas forward that you may not have considered before?

A: Attract – There are internal and external effects to change. How has change led you to new or out-of-the-box methods of attracting new customers?

R: Resources – As you work to achieve your new success in creative ways, what or who might you need to get there?

S: Specific – When you consider all the above in your effort to heal your S.C.A.R.S., what specific, measurable goals can you set? These goals will evolve and change. Start now by setting realistic and specific goals.