

Making Sense of Mondays

Choose to be a Story

“Can I ask you a question?” asked this soft spoken, strong-in-spirit widow and mother of two. I replied, “Of Course.” After a bit of getting-to-know-you chit-chat, she asked me a series of direct questions concerning her current situation in business.

Our conversation continued for almost 20 minutes as she shared her BIG DREAM. Then came the “Covid” story. It was late March and her big event got rescheduled and then postponed and ultimately cancelled.

At the very end of our talk, she said to me, “I’m just wondering if it is time for me to quit.” These words struck a chord in me and from my mouth sprang out, “You cannot quit!”

I quickly explained that I saw great value in her ideas. As I saw it, she had the opportunity to quit and become a statistic or she could turn the page and write a story of great courage, strength, and determination.

Coming to terms with someone choosing to be a statistic, is always difficult especially when they are a creative and talented business owner who could meet real needs and make an incredible impact.

If you have entertained the idea of quitting during this unstable business season, statistically no one could blame you. Before you make that decision, please ask yourself these questions:

- What do I want to accomplish through my business?
- If my business closed, what would stop being done in my community?
- What do I want people to know and remember about my business?
- What is the most inspiring, most valuable aspect of my business?

My hope is that your “Covid” story becomes an inspirational story for many. If you need further help with discovering your value, your effect, and your aim, contact your business coach or consultant.

Andy Springer, Business Consultant and Coach

andy@andyspringerconsulting.com

707.953.6681