

YOUR BASIC CRISIS TOOL KIT

Eleven ideas that will get you through tough times





1. CRISIS = OPPORTUNITY

In crisis there will always be a group of people who succeed. Observe their adaptations, actions and mindsets.



2. THE OBSTACLE IS THE WAY

Lean in to what ever you feel is an obstacle to your goals. Tackle it and keep your focus on the long view.

3. STUDY HISTORY

It really does repeat itself. Studying it will inform your thoughts and actions.



4. THERE ARE KEY TRAITS THAT MAKE A DIFFERENCE IN ACHIEVING SUCCESS

If you don't have them you can learn and practice them:



RESILIENCY.

GRIT.

SELF AWARENESS.

RESOURCEFULNESS.

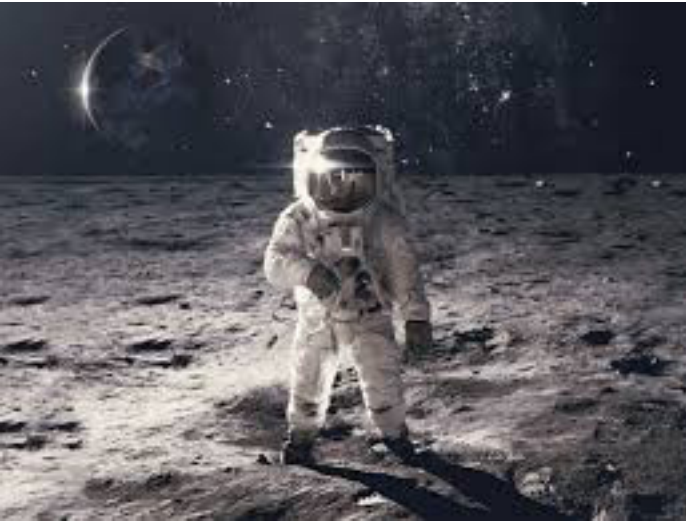
5. KNOW YOUR STRENGTHS

Find people and organizations to help you highlight and use them.



6. DEFINE WHAT SUCCESS LOOKS LIKE TO YOU NOW

Any crisis will shift your priorities. Be aware and move towards what means most to you. It will change over time.



7. PAY ATTENTION TO TRENDS IN A VARIETY OF INDUSTRIES

Keep looking for the interconnectivity in industry shifts. It's never been more relevant.

8. SAVE YOUR MONEY

You will need it someday to assist in a crisis or pivot.

9. YOUR ATTITUDE IS EVERYTHING

Great energy attracts more great energy.



10. BELIEVE IN YOURSELF

You will find your way through crisis with positive action because opportunity will find you working.

11. USE YOUR UNIQUE GIFTS FOR GOOD

Don't waste your precious time trying to be like someone else. Add value to the world with your own gifts.

THANK YOU! CARLA FRANK CREATIVE + CO.

