

9 Steps a Business Owner Can Take to Reduce Company “Whirl”

- **Embrace Change.** Change is constant and inevitable. Accept it and embrace it. Ignoring and resisting change is illogical.
- **Learn Your Strengths.** Continuously develop your best skills, gain new understandings of how to use them, and generously apply them during times of change.
- **Take Control.** No one is going to help you like you will help yourself. Take charge of your future, your company, and its development. Don't expect someone else to do it for you.
- **Define Your Beliefs.** Develop “We Believe” statements to marry your business intentions with your company's actions. As Simon Sinek says, “people will *do* things that *they* believe.” Suddenly, your work has meaning and larger context.
- **Appreciate Timing.** There is a time for everything and nothing stays the same. Learn to live and work within the ebb and flow of time because we cannot control time. By trying to control time, we lose precious amounts of it.



- **Cultivate Allies.** Trusted and knowledgeable business support is a critical element in developing perspective. And that is great. You also need people who will expand both your heart and mind – challenge your ideas as well as “restore curiosity, creative thinking, and a sense of wonder” as the Wizard of Ads, Roy Williams, says. Allies are not people who 100% agree with you. The most powerful allies are those who care enough not to agree with you when it matters the most.
- **Celebrate.** Often overlooked in companies is the acknowledgement of collective and individual accomplishments. Only by openly celebrating a job well done can you and your team sustain and renew themselves.
- **Reflect and Communicate.** As often overlooked is the importance of honestly reflecting on and openly communicating about failures, disappointments, frustrations, or conflicts. It is vital that typically withheld thoughts are gently urged out into the open and constructive feedback is encouraged.
- **Let Go.** The skill of letting go is realizing when there is a collective shift in company awareness and an aligned shift in the way your team works. Letting go enables you to grow a deeper trust in your team and improves your communications skills. When we are more flexible to change, we achieve higher levels of performance and are more resilient to “whirl”.