

# How Business Owners Can Find

# Opportunity in Chaos



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by Wade Calvert – WEALTH ADVISOR & PARTNER

While 2020 may seem like a difficult time to be a business owner, there are hidden opportunities to grow in the chaos, especially if you think of opportunity as the ability to make positive changes in your business regardless of what's going on around you. Below are five things that every business owner should consider in this environment to capitalize on potential opportunities for growth.

## The Infinite Mindset:

As a business owner, your greatest asset is where you focus your mind. During these times, you can be narrow-minded or future-minded. One drives your focus to what's finite and temporary while the other drives your focus to what's infinite and possible.

## Business Strategy:

The best way to realize the next stage of growth for your business is to learn from the past. What have you learned over the past two months? Focus on areas of your business that have been impacted and what changes and/or improvements you can make going forward to help you bounce back better and stronger.

## Cash Flow and Savings:

Total disruption forces us to evaluate what's working and what's not, and is the perfect time to reassess your business's cash flow and savings strategies. While revenues may have been down over the past two months, expenses may have decreased too, resulting in areas where your profit may have actually *increased*. Think about reallocating funds so that you have the reserves to withstand another emergency or challenging period (like a sluggish recovery).

## Investing:

It's typical for business owners to focus on investing cash flow back into their business in order to grow. However, that also means business owners often don't pay themselves according to the many hats they wear. You are

an important part of your business, so you shouldn't invest in your company without paying yourself. It's also important to focus on areas that are profitable and determine how to improve and grow those areas going forward.

## Balance:

If the past few months have taught us anything, it's that the right structure in your business allows for the right balance in your life. After all, even the best business can fail if you don't have your sanity. Think about what you can do today that provides a better work-life balance, be it delegating to others more or sticking to a stopping point to your workday so that family time can begin.

While the past few months have been somewhat out of your control as a business owner, the opportunities you create from here are up to you. We hope these five things help you move forward with better planning and a clearer path to building your business back up again.

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