

Roller Coaster!

Surviving the Ups & Downs of the
Great Entrepreneurial Ride.

CWIB – November 5, 2015

Leslie Rose McDonald
President, Pathfinders CTS, Inc.

A copy of today's power point
presentation is available at:

[http://www.trustedcoach.com/
cwib-11515-roller-coaster/](http://www.trustedcoach.com/cwib-11515-roller-coaster/)

Why did you choose
this path?

- Childhood dream / desire
- A circumstance was catalyst
- An opportunity presented itself
- Default → Discovery
- Other....

Ahhh....

The freedom of being
my own boss!

But what are the trade-offs?

Expect the best!
(and plan for the worst)

- Business and Marketing plans*
- SWOT Analysis
- Contingency plans for cash flow (business and personal)
- Guidance from SCORE, SBDC, EAP, COC, etc.

We all need personal
and business
support systems from
trusted advisors

Business Support:

- Financial
- Legal
- IT/Computer tech

- Advisory Board
- Entrepreneurial support groups or organizations (Women TIES, WISE, WBOC, WBOR, etc.)
- Success Coach

Personal Support:

Family and/or friends, a select few who will both challenge you and encourage you in a **positive** way

It is a given that changes will occur, outside of your control, that will have both a financial and emotional impact.

Surviving Short-term Challenges:

- Cash flow
- HUGE contract (win or lose)
- Unexpected external change(s)
- Personal (life happens...)

Surviving Longer-term Challenges:

- Changing market demand
- Increase of competition
(or competitive pricing)
- Other...

HELP!

“What was I thinking
when I got into this?”

“I’m scared ...”

“I feel like a failure...”

F
E
A
R

Fantasized
Experience
Appearing
Real

Emotional Resilience Tools:

1. $S+R=O$
2. Law of Attraction

Both you and your business
will benefit!

It's not what happens to you, it's how you **respond** to what happens to you!

$$S+R=O$$

Situation
+
Response =
Outcome

Law of Attraction:

“Like attracts like”

By focusing on positive (or negative) thoughts, a person brings positive (or negative) experiences/results.

You will get more of that which you focus on.

Parting Thoughts:

How can you be more responsive and less reactive?

What have you been focusing on?

What do you need to be focusing on?

Thank you!

Here's hoping that *your* roller coaster ride gives you fun thrills and chills!

Leslie Rose McDonald
Career & Performance Success Coach
