

THE NEW 2020
LEADER'S GUIDE

PIVOT

**How to create a turning point in
your business and life in the wake of
THE CORONAVIRUS NEGADEMIC
(Negativity Pandemic)**

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THE LEADER'S GUIDE TO MANAGING & FIGHTING THE NEGADEMIC

Coronavirus has not just transformed into a viral pandemic, but a viral “Negademic”. A Negademic infects the hearts and minds of your family, employees, and debtors. The reality is that this virus is truly hurting people, and impacting your business. But the real pandemic is what is called a negademic. The negademic is the negative news coverage, endless analysis and hypothetical conjecture surrounding it—saps productivity and profitability. It builds fear and anxiety and it will continue to grow unless you learn how to fight it.

It's your fundamental job as a company leader to provide confidence and direction during this time of insecurity and uncertainty.

Learn 3 key insights to leading through a Negademic.

- How and why to manage the addictive bad news
- Pivoting: creating business opportunities and mindset resources
- The O.P.E.N. VACCine model to get through any crisis by re-evaluating your assets.



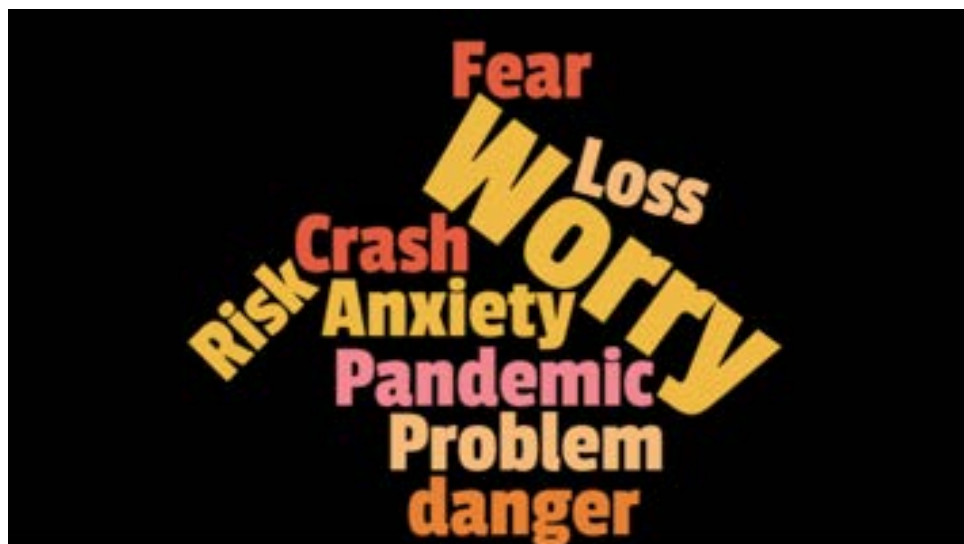
Let's go.

1. HOW AND WHY TO MANAGE THE ADDICTIVE BAD NEWS

On the surface we want life to be positive and pleasant. Yet, deep down, we are obsessed with knowing what's going wrong instead of what's going right.

As humans, we crave news. And when the news is negative, surprisingly, we want to hear more. It could be a primeval instinct to be forewarned and thus forearmed. Perhaps we think more information can help us overcome the adversity we'll face next. Or maybe we're simply addicted to drama.

Have you heard the term, "rubbernecker?" These are the people who drive by a car accident and turn their heads as they pass by to see the wreckage. Nobody wants a car accident to happen. But boy, are we curious to see it after it does happen!



IF IT BLEEDS, IT LEADS

News organizations know this about our natures and capitalize on it. They're guided by the industry principle, that if **"it bleeds, it leads."** Carnage, wreckage, and, of course, Coronavirus take over our mental repositories, leaving less room to store the good news.

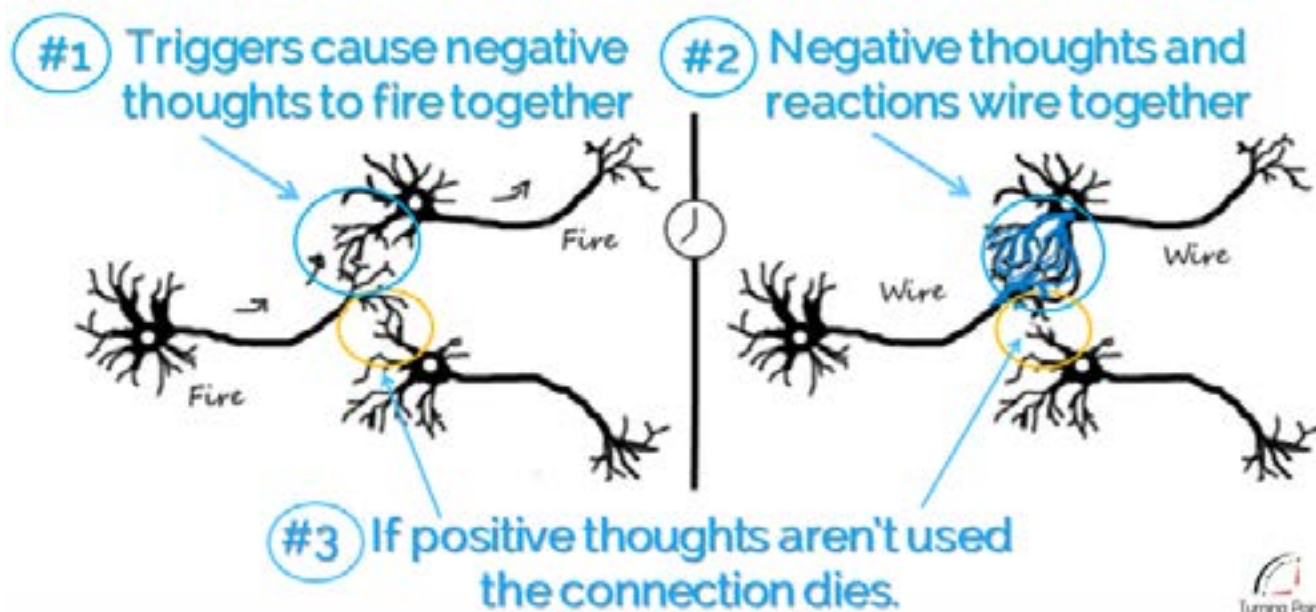
Do you remember Chicken Little? What was Chicken Little famous for saying? "The sky is falling! The sky is falling!" Then who comes along to 'save' the chicken? The Fox! Fox invites Chicken Little into his den for safety. Now we know that Fox's den is the least safe place for a chicken, and we also know the sky was not really falling.

Who is the metaphorical Fox in Chicken Little's story today? The news outlets and social media. These channels welcome us in and feed us terrible, scary, often sensational news. It's bleeding and it's leading, and people tune in. Unfortunately, the preponderance of negative, hyperbolic "bleeding" stories can create negative triggers that deeply affect our wellbeing and our very brain cells.

MANY OF OUR THOUGHTS ARE NEGATIVE

In 2015 the National Science Foundation found that **80% of our thoughts are negative**. We may be having a wonderful day, but we dwell on what's not working for us at any given moment. By attempting to problem-solve our way into happiness, we may be creating a bigger problem altogether.

What fires together wires together



The goal is to rewire positive thoughts

WHAT FIRES TOGETHER, WIRES TOGETHER

The feelings of uncertainty or insecurity Corona has induced are being fueled by constant negative news stories. These stories cause negative thoughts in the brain, and “what fires together, wires together.” The negative thoughts created by our angst and constant disaster-drama are rewiring our brains without us even realizing it!

When neurons fire, they form new connections. The more frequently they fire and wire, stronger these connections become. We can fire and wire pathways of fear and anxiety, or faith and positivity. It’s our choice.

You’ll respond, “But I need to know what’s going on! The circumstances are changing so quickly. How can I navigate this downturn without keeping abreast of minute to minute news?” Alarms are vital to alert us to fight or flight in the event of real danger, but alarms do not help thoughtful decision-making.

WHATEVER YOU FEED, GROWS

Many of us are obsessed with checking our phones for the latest news. While we do want to be informed, frankly, what we’re really seeking is a dopamine hit.

Dopamine is a hormone (a chemical messenger) that is released in the brain. It plays a big role in how we feel pleasure. It helps us strive, focus and determines what we find interesting. Fast moving, new video messages release higher dopamine “hits” than, let’s say, reading a book. In its chemically wonderful way, dopamine calms us. That’s why checking your screen can feel soothing, and conversely stimulating at the same time. And that’s why it’s so hard to put down your dang phone!

PHONES = DOPAMINE

Curiosity killed the cat. In our case, constantly checking for the latest news is killing our productivity. Crisis oriented news will bring our spirits down and hinder our long-term goals. Ease up on the dopamine hits through the media. Find other ways to get your happy hormone: get busy with family, create art, heck, take a bath if you choose. Just turn off the electronic stimulus.

“Whatever you feed grows.”



Positive

Thoughts/Experiences



Negative

Thoughts/Experiences

Like the Native American folk tale, that describes a wise man who has a battle of two wolves taking place inside of him. One wolf is full of jealousy, anxiety and malevolence. The other is filled with joy, hope and compassion. Which one wins the battle? The wise man answers, “whichever one I feed”.

Feed what you want to grow. Embrace the moment and look for the positive within it. Find possibilities. Think creatively. And, communicate with your staff with a sense of urgency. That is the positive dopamine fix we need right now, fighting the negademic with possibilities and choice.

YOU CAN FIGHT THE NEGADEMIC

You can handle the situation, whatever the situation! You don't need to be afraid of your negative feelings or negative experiences. You can handle it. Period. You've got this!!! How?

1. Stop checking your phone so much for up-to-the-minute or up-to-the-hour news.
2. Stop clicking and complaining. Stop sharing negative news with no purpose other than to share and feed the negademic.
3. Choose to react with thought, not like a scared horse that responds with a kick to triggers.

AUTHOR YOUR OWN NARRATIVE

We don't need to fall prey to the onslaught of news reports: uncertain markets, falling sales projections, the steep economic downturn. Yes, this is all true. Yes, you can still author your own narrative.

Choose not to project the gloom and doom to your team (or your family). **Validate** their concerns in a very deep way; there is reason to fear and worry. After you validate, then **activate** your ability to reframe the story and **communicate** the next step. Focus on the fact that we're all in it together.

ME TO WE.

Did you know that research shows that companies that thrived in the past through uncertain times are those that shifted their focus from “me” to “we”. As in “how can we help?” Let's get out of our own moccasins and cross the bridge into somebody else's world.

THIS TOO SHALL PASS

I used to be a Buddhist and lived in a Buddhist monastery. I even had a different name. Tempa Chohpell. I would fast for days, not speak for days, and meditate for hours in the forest. I'd cross my legs and sit for so long pain would shoot through my body without responding to it or moving. The interesting thing was, I noticed the pain came in waves and would start low and rise up through my body and then disappear.

Just like my pain passed, I realized all situations will pass.

In a Jewish legend, King Solomon asked a jeweler to design a piece that he could wear to help keep him balanced in humility. He explained that when he felt melancholy, he wanted to know that he would not always be sad. And when he felt happy, to be reminded to remain level headed. The jeweler crafted a golden ring with the words, “This too shall pass” inscribed upon it. The king was very pleased.

As a leader you must communicate clearly to yourself and others that this will pass. It's only a question of when.

YOU ARE NEVER, EVER, EVER, EVER STUCK



If you let the negativity take over, you can fall into the trap of feeling stuck. How are you to manage if you must now instill confidence and positivity in those around you?

Here is how: Know that you are never, ever, ever stuck. Say these words:

I am never, ever, ever stuck.

The negademic might make you think you have few to no choices. This is not true. You might not like the choices, but you have choices. You also have many non-financial assets to utilize. You have a team to brainstorm with. You have goals that can be modified. You have the power to reframe. You have the ability to believe in yourself. You have the ability to exercise your faith muscle. To succeed, you'll have to maintain your confidence! Turn to Turning Point's resources or your trusted friends for support.



2. PIVOTING: ADAPTING, CREATING BUSINESS OPPORTUNITIES AND MINDSET RESOURCES

→ Shifting Your Business Perspective

Pivoting means keeping one foot on the ground while looking for another way to move the play forward. You may need to turn around a few times before you see your opening. That's normal. The opening will appear.

Take a look at what is good in your business: You have employees. You have clients. You have time. Even if you have lost clients, revenue or team members you still have assets. You don't know what the future will be, but you can live in the moment and operate with the challenges.

For example, one collections company was able to pivot brilliantly. They adjusted their business model to become more of an inbound call center when they realized their hospital clients were being overwhelmed with inbound calls. How can you adapt?

Look at the resilience of Chris Bonzino. Chris owns Gemini Athletics which makes hockey jerseys. Nobody needs hockey jerseys right now. Chris stepped back and rethought what the company could offer. He looked at his assets with pivot eyes and realized that he could contact all the healthcare facilities in his area to ask if they needed facemasks. Of course they did! So he put his people to work making facemasks.

Chris Bonzino is helping people in the moment. He made a smart pivot, and his business is thriving.

A SETBACK IS A SET-UP FOR A COMEBACK

When the Consumer Financial Protection Bureau (CFPB) was established in 2011, Mark Neeb wondered, “What are we supposed to do now?” Neeb was President and CEO of The Affiliated Group, a debt collection agency. The last thing he needed was a new government agency telling him what to do. He experienced denial, anger, and pretty much every negative emotion you can imagine. Then he applied pivot thinking and did something counterintuitive and a bit crazy.

Neeb pivoted. At the next ACA convention, during a CFPB presentation in a room of hundreds of others, Neeb raised his hand and asked if the CFPB would audit his company! Everybody thought he was crazy. The CFPB didn’t even know how to respond. The move put Neeb’s company in the spotlight as fully-compliant and also full of integrity. Mark made the new regulations work for him.

→ Tools for Mindset Pivoting

Mindset Tools will be some of the most important resources for meeting the Negademic challenge. The following are a couple of Mindset Tools that can help you manage: The Choice Card and the mysterious equation of $E = C + T$



THE CHOICE CARD

We're asking you to believe in yourself so that you may instill positivity in those around you. We know you can do it because you can reframe your situation or what you can offer. You also have choices. Consider:

- What matters most to you right now?
- What's your HABUT (Highest And Best Use of Time)
- How can you turn frustration into fascination?
- How might this situation be for the good?

These are a few items on the [Choice Card](#). Click to download the entire empowering guide and keep it handy where you can see it. It can truly help refocus your mindset in difficult times.

Let me tell you about one of my mentors, Dr. Rahamim Melamed-Cohen. He has a Ph.D. in education, a prestigious job, and six children. He also has Lou Gehrig's disease. He was 57 years old when symptoms started, and the disease wound up paralyzing him. He could have given up and given into the disease that controlled his muscles. Instead, he created a reframe for himself and chose to focus on what he could do. He has now had the disease for over 23 years and outlived 3 of his doctors. He can't do anything but blink his eyes. He's now written over 11 books. He's learned to use Adobe Photoshop and Illustrator through blinking his eyes. The dove pictured above was created with his eyes. He recently told me in an email,

"THESE ARE THE BEST YEARS OF MY LIFE!"

EMOTIONS, CIRCUMSTANCES, & THINKING

I'm going to go out on a limb and make a bold statement. The equation below is just as profound as the famous equation $E=MC^2$.

$E=C$ is **FALSE**
Experiences \neq Circumstance

$E=C+T$ is **TRUE**
Experiences = Circumstance + Thought

$$E \neq C$$

E (Emotions/Experience) does not equal C (Circumstances).

In other words, how we feel at any given moment is not based exclusively on what is actually happening to us at that moment. If you crash your car, or struggle to pay your mortgage, you don't necessarily have to feel bad. And if you win \$10,000 dollars, it's not a given that you'll feel only good for days on end. Therefore, it is not true that our circumstances determine our emotions.

What is true is that: $E = C + T$

E (Emotions/ Experience) = C (Circumstances) + T (Thinking)

Our thinking is the **pivotal** piece of the equation . **Our Thinking is the silent partner in ALL of our emotions.** Most emotional responses are generated by the thoughts we have about our circumstances, not the actual circumstances themselves.

How we *think* about an event will determine about 90% of how we *feel* about it.

Therefore, $E = C + T$

Happiness is not what “**happens**” to us. Happiness is born from how we react to what happens to us. The choice is yours.

3. THE O.P.E.N. VACCINE MODEL TO GET YOU AND YOUR TEAM THROUGH ANY CRISIS



The O.P.E.N. VACCINE Model covers all the requirements that you, as a leader, need to rally and empower your troops, provide guidance, and communicate with each person in the most effective way possible. OPEN will help your organization move forward in times of crisis.

If it seems from the picture above that we can't spell correctly, trust us. The letters of OPEN are arranged in a specific order. The **O of Outcome** and the **P of People** are often in direct opposition to each other. If you're overly concerned with your Outcome and goals, you can shortchange your People by failing to validate, connect and enroll them.

Likewise, the company visionaries who can lead with the **E of Envision** and provide a path through the crisis may not be in sync with the **N of Nuts and Bolts** data-driven, specifics and facts which are needed to get the job done.

Using these 4 Non-Negotiable Strategies of Leadership, you can provide the leadership your team needs right now.

The 4 Non Negotiable Leadership Strategies



Why do we call these strategies non-negotiable? Because if you neglect to cover any one of these 4 quarters, you're sunk. Companies are multi-faceted, living organisms: each system depending on another for survival.

- A company depends on its **outcome**. Right now your key focus is on short term goals and driving the processes to completion.
- The internal combustion of the company is made up of its **people**. Managing the team takes forethought, heart and ingenuity. A positive "can do" atmosphere ensures that everything grows well.

- A company needs to have a vision and clear plan. Once the leader together with her team **envisions** the path forward, the company can determine its direction.
- In the end, there are the **nuts and bolts**. This the practical, data oriented process that asks: what are the facts and realities on the ground? What are the specifics that we must communicate right now. What are our current limitations? The world may be driven by the visionaries, but it's run by the nuts and bolts department.

Let's dig deeper for more juice in these crisis-crazy times.

O IS FOR OUTCOME.

In a time of crisis, here is where you set goals and turn lemons into lemonade. Be bold and direct. Think of a desirable outcome based on the current crisis. First and foremost, you must keep your cash flow as positive as it can be to ride out this storm.

Certainly a vital way to keep cash flowing is to renegotiate with your bank, your clients and your vendors. We'll discuss cash flow and reinvention when we discuss your assets later.

Maybe you can reinvent your business for something that's needed immediately. If you can keep sales coming (or create new markets) that's fantastic. However, don't get caught up in only looking to make sales. **Instead, focus on ways you can help.** Even if you lose money this quarter, you'll gain goodwill. And long-term clients.

It is up to you, the leader, to provide the guidance to achieve the outcomes you determine alone or with your team. Reframe the situation. Then employ your assets. For instance. Right now, create a task force to develop a fast-action plan to achieve your desired outcome.

ZOOM: A GREAT AND RECENT EXAMPLE

Zoom is an online video conferencing platform. When the Coronavirus caused millions of employees and students to stay home, Zoom's CEO, Eric Yuan, saw an opportunity to help. He could have aimed to rake up quick sales by advertising Zoom and even offering a discount. Instead, Yuan reframed the situation and offered Zoom for free. Now, countless business people and students around the world are continuing with their lives on Zoom. When the Coronavirus passes, many of these users will sign up with Zoom because they fell in love with the platform during the crisis.

P IS FOR PEOPLE.

Now is the time to strengthen relationships. Validate your team's fears and concerns by listening with 100% attention. If you've ever spoken with a great leader, you feel like you are the most important person in the world to them. They listen with full presence, a huge heart and a "big mind".

Lesser leaders listen with a "small mind." Small-minded listening is waiting for the chance to refute, one-up, negate, or solve whatever the other person is saying as soon as the other speaker takes a breath. That is not listening. That is two people talking at each other.

Your employees, your clients, your creditor, your family, your friends, your neighbors. . .they are all going through this pandemic. They are also being influenced by the negademic. It is important to validate their feelings and fears. Nothing is certain. Even world leaders are not sure how to proceed. Nobody knows what the future holds, but we have the present. Listen with a huge heart to authentically validate their concerns. Use the Platinum Rule instead of the Golden Rule. Speak to people in the way they want to be spoken to. Don't speak to them as the golden rule suggests (speaking to them in the way you like to be spoken too). Take the time to understand who you are speaking to and how they need to be communicated with.

For those outside your inner circle, this is a chance to connect and build relationships. Seth Godin, author and former dot com business executive, said,

“(A time of crisis) is the perfect moment for generous connection. Going way beyond the news of the day, we have the chance to create intimate digital interactions that last.”

E IS FOR ENVISION.

Here is where we create a vision of possibilities and inspire our team. While employees at other companies are worrying about their jobs and their futures, you are involving your employees in the company's plan for the future.

Create a task force who will provide a template of how to use the assets you have or to uncover possible new opportunities. It could be that a slight pivot in your business plan will open the door to untold possibilities.

Communicate and communicate! Communicate twice as much as ever have.

I can just see Eric Yuan, Zoom's CEO, talking to his troops. It probably went something like this: *“This Coronavirus might cause millions of people to work from home. We have an opportunity to help them. If we offer Zoom for free, they can still have meetings, still learn, still keep business alive. This could mean our subscriber base will jump from 1 million to hundreds of millions very quickly. We have to prepare for this! It's going to take hard work from everybody here, but we can do it!”*

I would be inspired to put in the extra hours knowing that our product was becoming integral to hundreds of millions of people worldwide. What a thrill!

**SWITCH FROM BEING STIFF LIKE A CEDAR TREE.
BECOME FLEXIBLE LIKE A REED.**

Right now, it's not about who you were as a company last month. Let go of the strict definitions of your company's identity. Now is the time to focus on who you can become. In today's business environment, survival and success go to the ones who can adapt.



Focus on what you CAN do, not what you CAN'T do.

OVERLOOKED ASSETS

We all have assets we can overlook. Resources like employees, vendors, and a team of intelligent people with big ideas. Now is a great time to use them. For a more thorough list of non-financial assets, see the following Complete Action Plan you can use right now.

TIP TO STAY POSITIVE

Each day, write 2 things that you are grateful for. You will see that even during hard times, there is a lot to be thankful for.

N IS FOR NUTS & BOLTS

Here is where we provide practical action steps to communicate the plan with all of its details to the best of our ability. This is where the rubber meets the road and the drawing board meets the number crunchers. What are the questions the nuts and bolts team need answered? The data: what are the expectations? What are the restrictions? What is the final product? Exactly what are the expectations that you have of your team? Clarify exactly what the current compensation plan is.

SMALL WINS

When you outline your action plan, include opportunities for **small wins**. Small wins let you see and celebrate your progress.

In football, if a team with the ball starts on their own 1 yard line, they have four attempts to traverse the entire 99-yard field to score. That can be a daunting challenge. So they aim for small wins. Each time they gain 10 yards, they are rewarded with four more attempts. After several small wins, they can reach the ultimate goal: a touchdown.

Research done by Teresa Amabile discovered that 94% of leaders missed the single most meaningful metric

that drives employee engagement and productivity. Most thought it was recognition or compensation. But the research demonstrated that it is making meaningful progress, i.e. small wins. Small wins move every game forward and makes everybody feel good. Build positivity and momentum. What small wins can you embed in your plan?

BECOME A SMALL WINS COACH



Dan Russell, CEO of CCI wears a shirt that says SWC (for Small Wins Coach). He decided to pivot from being a cop to a coach. Instead of pointing out the gaps he coaches his team toward achieving small wins.

IT IS OK TO NOT KNOW

It's okay not to know. In fact, with the current Coronavirus situation, there is not one world leader who knows what is next. We are all experiencing a new reality and taking each day as it comes. For us as business leaders, it is okay to say, "I don't know 100% what's in the future." But it is important to follow it up with "And still, here's what we're doing now. . ."

WHAT CAN YOU DO NOW? IMPLEMENT THE VACCINE.



VAC

*Validate. Activate.
Communicate^{x2}.*

Validate feelings and concerns of the people around you. Validate the realities of the situation.

Activate the Asset Action Plan.

Communicate 2X as much as normal.

Mark Neeb, a client of Turning Point, is the CEO of ACA, which has a reach of over 300,000 people. Neeb noticed that with the Corona pandemic, rules and expectations were changing day to day and ACA members were hungry for current information. Neeb met with his senior staff and acknowledged the importance of all their internal projects. Then he said the priority now is to help our members with information as soon as it's available to keep them in business. He went on a path of doubling their communications and creating a daily huddle.

When Corona is in the history books, Neeb wants his members to look back and remember how valuable ACA International was to their survival.

WE RESONATE WITH THE V FOR VALIDATE. We all get how important it is to validate the fears and concerns of our business teams, clients and vendors. Don't forget to validate your own fears as well. If we feel like we're drowning, we must reach out to someone safe on shore to help us keep our heads above water. Validate, listen and validate again. Tremendous anxiety and angst makes sense in these crazy and uncharted times.



If you tell others “*Don’t worry be happy*” like Bob Marley - nobody will listen. However, if you first validate them, they will feel totally heard. Then, they will be able to hear you.

THE C IS FOR COMMUNICATE - now you must communicate at least twice as often as usual. Keep talking and listening to your clients. Hear what they want and hear them out. Great ideas can spring from small conversations and offhand remarks.

LET’S TALK ABOUT THE A FOR ACTION PLAN. AN ACTION PLAN DEPENDS ON OUR ASSETS.

Think back to Mark Neeb’s pivot to providing value for the ACA community through immediate, day-to-day updated information. Rather than stick to their monthly schedule of events, Mark took a fresh look at ACA’s assets and made ACA undeniably relevant.

It’s our job as leaders to utilize our assets. But how do we know what we have?

Let’s brainstorm with the ready-to-use [Action Plan](#) that will help you identify and leverage your many assets right now. If you don’t have the headspace for anything other than reading what’s in front of you, keep on keeping on. We’ll synthesize it all with you.

Here are some general categories of assets. Each overall category has a “drop down” menu of detailed assets you can use to conceptualize your strengths. Choose from the drop down menu to create an overall vision of your immediate assets.

PERSONAL ASSETS- “How can I harness my skills, unique years of expertise and reputation to help me now?”

WHAT ARE MY LEADERSHIP SKILLS - adaptability, confidence, passion, faith, commitment, networking abilities, enrolling skills, speed, caring, determination, problem-solving skills, collaborative spirit, purpose, communication skills, execution ability, and more.

WHAT ARE MY RELATIONSHIP ASSETS - “How can I receive courage, confidence and support?”, “How can I participate in my community?”, “Who can I give support to?”, “What’s my next step spiritually?”

MY INDUSTRY EXPERIENCE ASSETS - “How can I leverage my ability to put this new challenge in the context of industry cycles and patterns?”, “What was my experience dealing with past changes?”, “How can I research new industry resources?”.

FINANCIAL ASSETS- “How can we manage our financial relationships to our advantage?”

- How can we get more flexibility or change our terms with: suppliers, creditors, banks?
- How can we adjust credit terms with our clients that’s win-win?
- How can we improve cash-flow management?
- How can we reduce fixed costs and/or shift to variable costs?
- How can we make real-time adjustments to our balance sheet and P & L?

PRODUCT/SERVICE ASSETS - “How can we take our good, current products forward or adapt them to a new market?”

- The key right now is client retention. What do we have to do to retain our client base?
- What products do we currently have that we could repackage for a new market or modify for our current clients?
- How can we adjust our pricing model for lasting client loyalty?
- What can we give to our clients to increase value?

PARTNERSHIP ASSETS - “How can we make use of relationships we have within or outside of our industry?”

- Can we partner with one of our competitors?
- Can we partner with a supplier?
- Is there a Joint Venture opportunity on the horizon?
- Is there someone in retirement I can draw upon for encouragement and knowledge?

TEAM ASSETS - “How can we best engage our team to make it through the crisis?”

- Which team members should we turn to for visionary thinking?
- How can I show team appreciation in a non-financial or low-financial way?
- Can we shift, restructure or consolidate team member’s positions?
- Are there team members or positions we need to eliminate?
- How can I reconnect my team’s compensation to their KPIs?
- Are there team members who could be switched from a salaried position only to commission and base salary?
- Recruiting: how can I take advantage of super-talented people who are not usually on the market?
- Who has been laid off that would relish the opportunity to work with us now or later?

SALES AND MARKETING ASSETS - “How can we understand what our clients need and best respond to them?”

- How can we let go of previous rigid views of ourselves and our services?
- What new problem are we solving?
- What’s the main (marketing) message we want to share?
- How can we be a resource to our clients right now? Add services? Add value?
- Can we offer someone else’s services to our clients right now? Tandem sales with a non-competing vendor.

- What client incentives can we offer? Warranty service, licensing, VIP services or extended hours?
- How can we build recurring revenue? Subscription service, special offers, consumable products?

OPERATIONAL ASSETS - “How can we make our product better, faster and/or cheaper?”

- How can we lower costs, improve delivery time, shorten the supply chain, improve quality?”
- How can we reduce over dependence on any single supplier, client or employee?
- How can we re-invent, act fast or streamline our process from “generating a lead” to “making a sale” to “onboarding a client” to “final delivery”?
- Note: Adaptability is crucial during the pivot phase.

MINDSET ASSETS - “How can we use our positive mindsets to help us navigate this crisis?”

- How can we visualize thriving and overcoming obstacles?
- How can we let go of expectations and not “should” on ourselves?
- What’s the next step for any relationship: radical respect or the 3 Cs: complain, criticize and condemn?
- How can we shift from cop to coach?
- What’s our next small win?!

There are so many more possibilities if... you learn to reframe the negademic and focus on your assets! Keep the ideas flowing until you feel that you’ve articulated your many assets and options. The main idea is to push away the negativity to make room for possibility. If your mind is full of fear and anxiety, there is very little room to embrace what could be.

Every process of deep growth comes out of some kind of pain. Don’t let this Corona crisis go to waste!

Turning Point wants to help you through this craziness. Corona and post-Corona, we’re here to facilitate your company’s growth and your personal mojo. You can survive this. Remember: your record for surviving past crisis is 100%.

RESOURCES

Click here for the ready-to-use [Action Plan](#) that will help you identify and leverage your *many* assets right now. It will take only 90 minutes to chart your course.

[Click here to watch the video of The Leader's Guide to thriving through the Coronavirus.](#)

PIVOT PROGRAM

Click www.myturningpoint.com/resources/pivot to explore how you can employ our PIVOT PROGRAM with your company right now. It's a combination of the best and most timely materials, plans, tools combined with support from our experienced mentors. We have an unprecedented success rate in guiding leaders and their teams through a turning point in their businesses and lives amidst crisis.

This just might be the short term program that you need. Get the guidance and support to not only survive, but thrive during and after this crisis.

To see if it's right for you, contact us.

Wishing you only success and courage.

Jon Goldman and the Turning Point Team

www.myturningpoint.com

ABOUT TURNING POINT & CORONAVIRUS

We have taken our years of experience and success and retooled it specifically for empowering leaders to thrive through the current CoronaVirus Pandemic.

THE PIVOT PROGRAM.

With our proven program we empower business owners, their teams and families to actualize their greatest potential. We have an unprecedented success rate. This is because we use a combination of science backed, proven processes and materials combined with amazing, hands-on mentoring. Our mentors are real world experienced, highly gifted coaches. For most programs if we engage with a client we provide a 100% guarantee of success or you pay nothing. Period.

Entrepreneurs have an amazing light. However, we've noticed that often, the greater the light, the greater the shadow. Your strengths as a business owner could also point to your weaknesses. Often it's the flip side of the same coin. So what makes you succeed could play a direct part in what makes you fail. But you don't have to fail. You can choose to thrive.

OUR APPROACH: We're holistic in our approach in a crisis, which means we deal with a "whole list" of issues. Personal goals, finances and disappointments, business dreams and the current setbacks, bring 'em on. We take our tested and proven curriculum and customize it to your specific needs. Throughout the Turning Point we laugh, cry, dream and do our due diligence. It's a journey toward freedom and health.

WHO: Turning Point mentors lead you and your organization through the crisis using a process of professional and personal growth and thriving through the pandemic. We guide your team to identify their individual strengths, learn clutch communication skills, clarify priorities, an action plan and roles in the company.

GET ORIENTED: The first step is assess your situation in this moment and what you must do now and in the near term with an eye towards the future.

GET STARTED: We will together develop an immediate plan of action and get to work. This phase involves live coaching and specific crisis management materials and tools. You and your team will work with our team of expert mentors to immediately manage and work on improving your business and life. This intensive time is well spent by mapping out your Pivot Plan, crucial goals, deciding business objectives, taking action, getting real time feedback and refining your non-negotiable life skills. It's guaranteed to improve your life and business.

GET IT DONE: You'll take your Turning Point Pivot plan and immediately put it into action. Through ongoing mentoring, support and materials you'll actualize your greatest possible life and business.

ABOUT JON GOLDMAN

Jon Goldman is the visionary and co-author of *The 2020 Leader's Guide to thriving through the Negadmic of the Coronavirus*©. As the CEO of Turning Point he is a business growth expert, master facilitator, and business guru's guru. He was co-owner of a promotional products company that ranked #26 out of 24,000 nationally.

Since selling out, Jon has devoted his time to building Turning Point and Brand Launcher, to fulfill his passion and purpose of supporting entrepreneurs in their businesses and personal lives to actualize their greatest potential.

Jon embodies a unique blend of business savvy and personal development. Raised as an entrepreneur and brought up in the advertising business, Jon is the creator of Lumpy Mail® and is personally responsible for millions of pieces of mail with successes for clients large and small. His strategies and tactics have generated dramatic results — such as a 27% response rate for Häagen-Dazs, nearly 50% for a leading NBA team, and the biggest recruitment response in their history for the Direct Marketing Association in Washington (DMAW). He has done work for IBM, Purina, and Nickelodeon, as well as countless small- and mid-sized businesses, and his work has been featured on NBC and CBS as well as, *The Wall Street Journal* and *BusinessWeek*.

Jon crafted the Turning Point program based on mountains or empirical research, he and his team have coached over a thousand business owners. He draws upon his own life experiences including extensive world-wide travel, owning and selling a multi-million dollar company, working within a family business, and decades of experience mentoring business owners and their teams.

Jon uses his gift of insight and proven processes to draw out and inspire his clients to reach their greatest potential. His deep understanding of the human psyche and business success comes from rich and eclectic life experiences that include traveling around the world studying Eastern and Western Religions, teaching marketing workshops in Spain (in Spanish!) and trading marketing services around the globe.

As a natural innovator, Jon translates his striving for knowledge into real-time practical actions to help his clients live better, more fulfilled lives and businesses. Jon crafted the Turning Point program after seeing a tremendous need for business owners to improve both their businesses and themselves simultaneously. He attributes much of his success to his father who was a consummate entrepreneur. Having worked with his brothers in one of his previous businesses and his wife and daughter in his current business, Jon is uniquely positioned to understand family dynamics in the workplace. He knows the joys and pains of living with your partner.

Jon lives what he preaches, carrying his own One Page Life Plan in his pocket. When he's not busy facilitating life-changing and business Turning Points he can be found playing ultimate frisbee, learning more about what makes people tick, facilitating Mastermind groups for nonprofits, hiking in the hills around his home, enjoying a good Cabernet and spending time with his wife, children, and grandchildren.

HIS WORKS HAVE BEEN FEATURED IN:



