

Notes from Edinburgh Business e-Connections

on-line meeting 8.04.2020, 11:00-12:30

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change." **Charles Darwin**

Introduction

Thank you to those who joined us for the launch of Edinburgh Business e-Connections online meeting. We had about 60 guests attending, our guest speakers Neil and Gordana shared some valuable insights and the new e-Networking format proved to be successful.

Guests' Insights

Gordana Ross, Mental Health & Corporate Wellness & Stress Management Coach covered stress management and her key insights were:

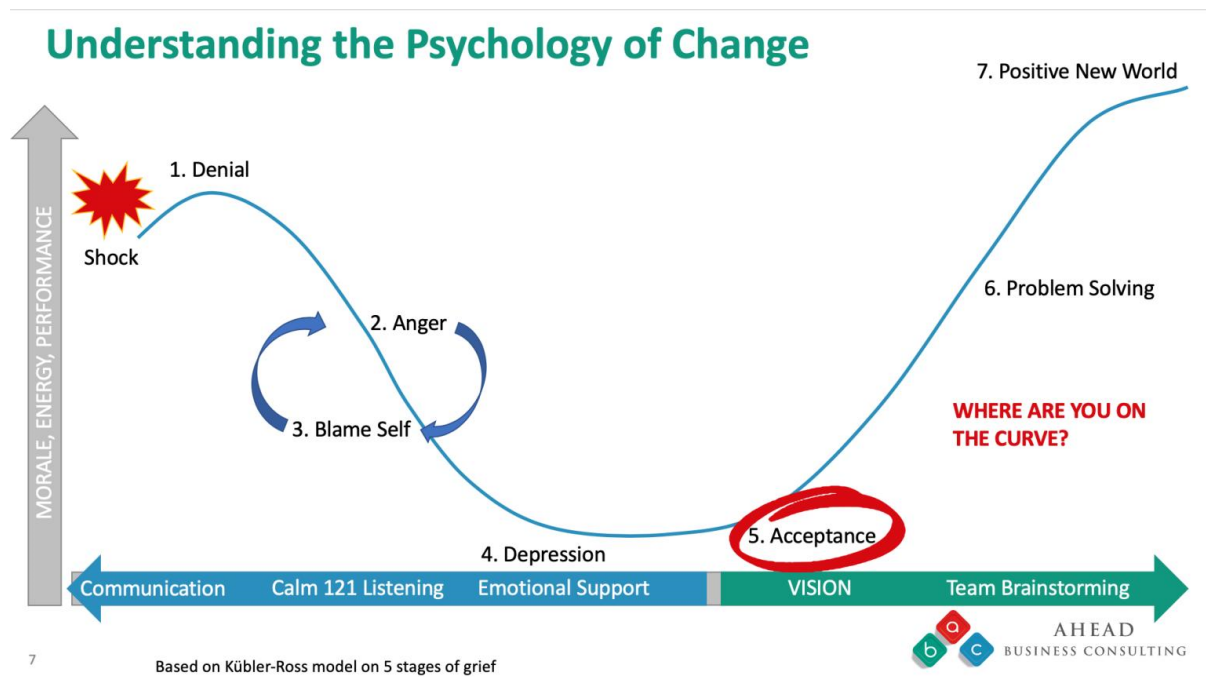
- When asked about what causes stress in our lives, we often think about work. But there are many more areas that can be stressful for example nutritional stress or spiritual stress, just to name a few.
- Focus on 4 pillars of health:
 - Nutrition
 - Stress relief
 - Physical activity
 - Sleep
- There are only 3 simple actions for you to take:
 - Maximise what is good for you, things that help you stay well.
 - Minimise what is bad for you, for example: sugar, toxins, allergens, stress, trauma, limiting beliefs, fear.
 - Prioritise the positive elements for example: create environment for healing, sleep, rest, laugh, exercise inc breathing, build happy relationships, stay positive.

Neil Bradbrook, Managing Director at Ahead Business Consulting discussed Change Management and his key insights were:

- 25% of businesses may go bust in the next few weeks, 89% are already worried and affected, while only 3% has not been affected by Covid-19 yet.
- Recognise where you are on the 'five stages of grief' model (see below). Then understand that your family, employees, friends – everyone is on the same graph, so learn to recognise

that and adjust your communication style. When speaking with someone who is in the denial, anger/blame & depression stages, just listen calmly, provide 1to1 strong emotional support to help them see the future. For people who are further on the model and show more energy, help them build more energy, encourage their creativity and proactiveness.

- What stays in your way of moving forward: stuck on the change curve, lack of information, worries over cashflow, and most importantly uncertainty. How to tackle those: Focus on what you know, go back to basics (what problems your clients have and how can you help them solve those, what are you good at), plan several scenarios, to be mentally ready to respond quickly.
- Accept that the world and business will never go back to normal. There will be a new normal after the coronavirus is tamed. Example: much more people will work remotely, banks and large companies will maintain less offices as they are now learning that having everyone working remotely is equally productive.
- Join Nick's weekly free webinars on Covid-19, register here: <https://wh1.snapsurveys.com/s.asp?k=158463189114>



Next e-Connections

Edinburgh Connections is committed to running those online events regularly, you can book your seat for the next one here: <https://edinburghconnections.co.uk/edinburgh-connections-events/#calendar>