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How to Disaster-Proof your Business

When you're ready, whatever comes you're way is not a disaster, it's an opportunity.

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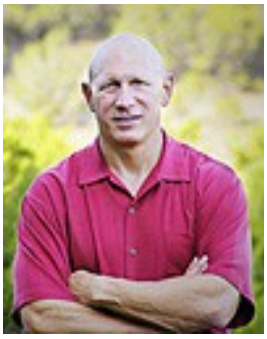

Anyone that lives in a hurricane, tornado or earthquake prone area of the country only has to live through one unyielding assault by Mother Nature before they create a disaster recovery plan. It starts with a checklist of items that they know will sustain them in the case of emergency. You know, things like flashlights and flashlight batteries, a supply of bottled water, extra blankets, firewood maybe, canned or easy to prepare food. Inevitably it's a checklist of items that one creates and then compiles so that the next time something completely out of control happens to them, they are ready.

Well you can do the same thing for your business. Here's a simple checklist of disaster-proof supplies you should put aside for your business:

1. New ideas for products. As an entrepreneur-minded business person you never have a short supply of ideas. What you have a short supply of is time. No worries. Simply keep a file of brilliant ideas whose time has just not yet come.

2. Marketing and promotional ideas. Again, if you are vigilant you will have marketing ideas that you have used to succeed in the past, ideas that you have seen others use successfully and ideas that you have an inkling of but haven't yet tried out. Keep 'em in a file for the right time to reference and ignite.

3. People and contacts. You can never have enough connections. Be a people-collector so that whenever you need something – and especially when you least expect it – you have plentiful places to ask for help, advice, connections to other resources or whatever you need.

4. Finally, slip away in a secret drawer or special place a note to yourself. Pre-write sort of a “in case of fire, break glass” sort of memo to yourself. Free flow some grounding thoughts on where you have been in business and life and what you have accomplished. Reflect on and detail those moments when things were tough but with tenacity and resilience you made it through a better person. Describe those times when you lead others through difficulties, came up with a moment of brilliance at just the right time or used impeccable but unconscious timing to do exactly the right thing at the right time. We’ve all had those experiences. Recapture them as a reference to pull out and remind yourself when you need it most.

And so now you’re ready. Bring it on – now, whatever comes you’re way is not a disaster, it’s an opportunity.

Coach Steve Dailey
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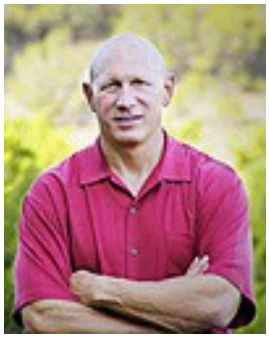

Steve Dailey is a speaker, author, advocate and coach for people 45 and older embracing the second half of life as the Better Half. Helping hundreds of small business owners for over 20 years achieve new levels of vision, confidence and success in their business goals has taught him that those most equipped to make a difference in the world around them are those that have endured the challenges and obstacles of life through their first 40-50 years. His battle cry challenges - "If not for the second half, what was the first half for?!" www.AchievementBridge.com