



5 Key Steps to Reducing Overwhelm for Small Business Leaders – Even During the Pandemic Lockdown

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This Guide is for:

Small business leaders and their direct reports.

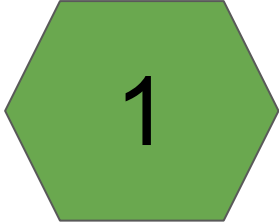
You are managing a huge burden of responsibility and have less room for error than perhaps ever before.

During this pandemic lockdown, it is vital to not only get useful information (which seems to be readily available), but to apply and implement the advice so that you gain the desired benefits.

You are why I wrote this guide.

Please contact me @BillRingle on Twitter to share your successes or to ask questions.

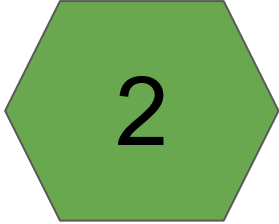
Get 7+ Hours of Sleep

A green hexagon with a black border and the number '1' in the center.

Implementation Tips

- Go to bed on schedule. It reinforces your integrity to keep promises you make to yourself and others.
- If you are finding that waking up at a certain hour is difficult to do consistently, get ready for bed earlier.
- Sleep rituals get you in the proper mindset for sleep.
- Avoid caffeine after 3pm. In about 45 minutes, 99% of caffeine is absorbed and can interfere with deeper REM sleep that's important to feeling fully rested.
- Park your phone outside the bedroom so that it does not tempt you or wake you with news or message alerts. Yes, use an alarm clock!

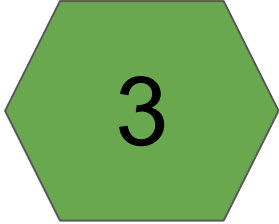
Start Each Day on YOUR Terms

A green hexagon with a black border, containing the number 2 in a large, black, sans-serif font.

Implementation Tips

- Wake up and dedicate at least 15 minutes to being physically, emotionally, and mentally ready to serve and succeed today.
- AVOID watching TV or listening to the news because they are stimulate the wrong emotional channels by design. Instead, listen to an inspiring and informational podcast episode or read something directly relevant to your work.
- AVOID checking email until you've spent at least 2 hours working on your most important projects and priorities.
- Make arrangements to get the support you need with childcare or other household responsibilities.

Prepare Tomorrow's Wins Today

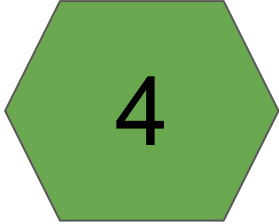


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Implementation Tips

- Before leaving your desk for dinner, review your day and write down 5 things you are pleased with accomplishing and the top 3 things that you will count as a win tomorrow that is within your control or influence to accomplish.
- Once you end your workday, be done with it. Give yourself a chance to rest and recharge before picking it up again tomorrow.
- Do the same for your staff - avoid the 1 am emails, texts, and voicemails. Really, set a better example than that!
- Once you start to see the benefits of this practice, share it with your direct reports and team.

Make Personal Contact Daily

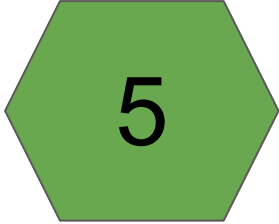


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Implementation Tips

- Meet via videoconference (Zoom, Google Meeting, etc.) and become proficient at it so that little or no time is wasted with getting your audio or camera adjusted.
- Insist that others in your company do the same by now or schedule time with IT support or a manager to get those kinks worked out.
- Remember that HOW you show up for meetings sends a message about what and who is important. Stick to your message and avoid having avoidable tech hassles distract, dilute, or otherwise detract from your agenda.
- Reach out to key clients/customers/accounts/board members. Be proactive.
- As conditions allow, be sure to re-establish in-person meetings. Strong relationships are the foundation of good business.

Review Progress to Find Fulfillment



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Implementation Tips

- Waiting to accomplish goals to feel a sense of fulfillment is one of the most pernicious traps we inflict on ourselves. It is a childhood remnant where we learned to not feel happy/satisfied until, and we've perpetuated it.
- Perhaps you frame it as an “after” condition:
 - *“I will feel good after I that new piece of business comes through.”*
 - *“I will feel good after my project manager demonstrates cost savings consistently.”*
 - *“I will feel good after I complete the merger, purchase, etc.”*
- Consciously break the pattern and reflect each day on what you did, supported, encouraged, or influenced that brought you as a company closer to your goals and objectives. Spend at least 5 minutes on this topic daily to regain perspective and then set up tomorrow's objectives.



Small business leaders with big plans for growth find the systems and tools we teach in my private client program to be unique in helping them think bigger, plan better, and accomplish more faster than imagined.

Go to www.GrowBusinessNow.com and schedule a complementary discovery call to discuss your top issues and to find out in a no-pressure, no-obligation way if this program can help you achieve your key business and personal objectives.

Be prepared to experience **the oldest trick in the book: to prove that you can be helpful to someone before you work together, actually be helpful.**

Hi, I'm Bill Ringle.



@BillRingle

I've worked for Apple and the Wharton School of Business, have authored four books, hundreds of articles, and host the award-winning podcast, My Quest for the Best.

I am dedicated to working with ambitious small business leaders who want to achieve the full growth potential of the business for themselves and their stakeholders.

My clients earn higher profits and enjoy more discretionary time because their people develop and operate the business with greater levels of responsibility and effectiveness.

GrowBusinessNow.com

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