

Hard Now/Easy Later

Name: Dan Sullivan

Date: April-May 2020

Hard Now	Why?	Easy Later	Why?
1 Switching from in-person workshops to newly designed Zoom-based sessions for the foreseeable future until the “new normal” comes back.	2019 was our best year ever and 2020 was clearly going to be better. Simplifier/Multiplier was shaping up to be one of our best-ever concepts. Big drop in revenues this year.	The “forced” expansion of our overall teamwork — especially marketing, sales, and coaching — will add whole new revenue and profitability jumps in 2021.	By the end of this year, we will have made technology breakthroughs and upgrades that would have taken us five years or more in the circumstances of the “old normal.”
2 Huge restriction of normal, enjoyable socializing with friends in many places. Cut off from favorite restaurants and cafes. Bummer.	Babs and I have a great lifestyle, based on many small, medium-sized, and large parties. We love doing it and we’ve been prevented from having any parties.	Review our entire annual socializing schedule, routine, cycles, and habits in order to make 2021 the best lifestyle we’ve ever had. Many new experiences.	Probably 40% of our lifestyle before the lockdown was just an unconscious routine where nothing improved from one year to the next. Now, everything will take a jump.
3 Unable to travel for business or pleasure. Free Days only at home. Unable to take favorite vacations. No annual visit to London in May. Big drag.	We have great trips every year to our lake cottage, New York, Los Angeles, London, Arizona, and Chicago. This all came to a stop, and we haven’t been able to plan ahead.	Start creatively planning for all “next 12 months” of travel events so that all of our regular favorites become more enjoyable every year.	Same approach as number 2 above. A lot of our annual travel is “same old, same old.” Every year, we can add exciting new features and experiences to our travel circuit.

Three New Rules

Make all of our “scary times” strategies the new normal operating mindset and performance capability.

Make our technological progress and improvement during this one year into our new expected achievement for every further year into the future.

Use this period as the crossover point where everything in Strategic Coach is based on Simplifier-Multiplier Collaboration by all SC team members.

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Hard Now	Why?	Easy Later	Why?
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Three New Rules

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