



Business survival tips

Lessons from history

Remember the baby boomers? This generation born between 1946 and 1964 are the very core of epic change.

They expanded world economy through creative thinking, constant product development and a significant consumer demand manufacturers promptly satisfied.

The boomer generation changed every belief held true at that time defending the need for equal civil rights and opportunities for every gender and race, empowering youths. We can also credit them for bringing to life the level of sophistication we know now .

In their heyday, the baby boomer generation turned the economy around and then turned it upside down; triggering an economic crisis.

There are a few lessons
#MotherlandMoguls can learn from
them.

1. Find ways to create and preserve value

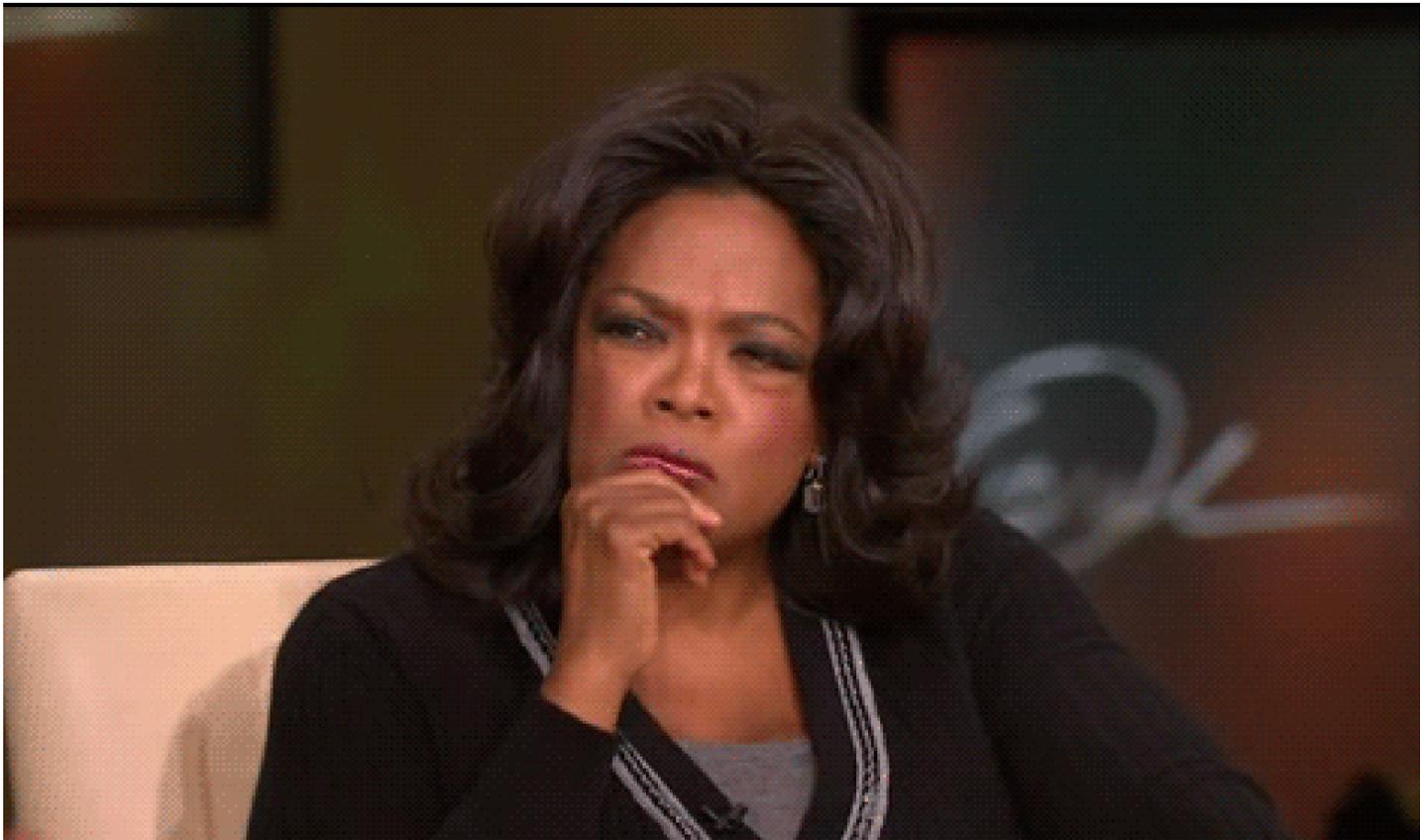


A recession is a time of uncertainty and it requires us to be resourceful as unwise expenditures can take a toll on resources..

Back then people reused shopping bags to make funeral flowers and that's all they needed for their business, nothing fancy.

Resist the temptation to constantly acquire possessions unnecessarily with burgeoning resources. Instead find ways to reuse what you have or create.

2. Change the way we perceive things



If you never paid attention to what's going on around you, you should think twice.

Governments change, economies nosedive and organisations go bankrupt. Understand the market you're in and think ahead because decision making requires foresight.

Prepare yourself mentally and financially for anything so that when a recession comes you are not caught unawares and have something to fall back on.

3. You must embrace personal discipline..

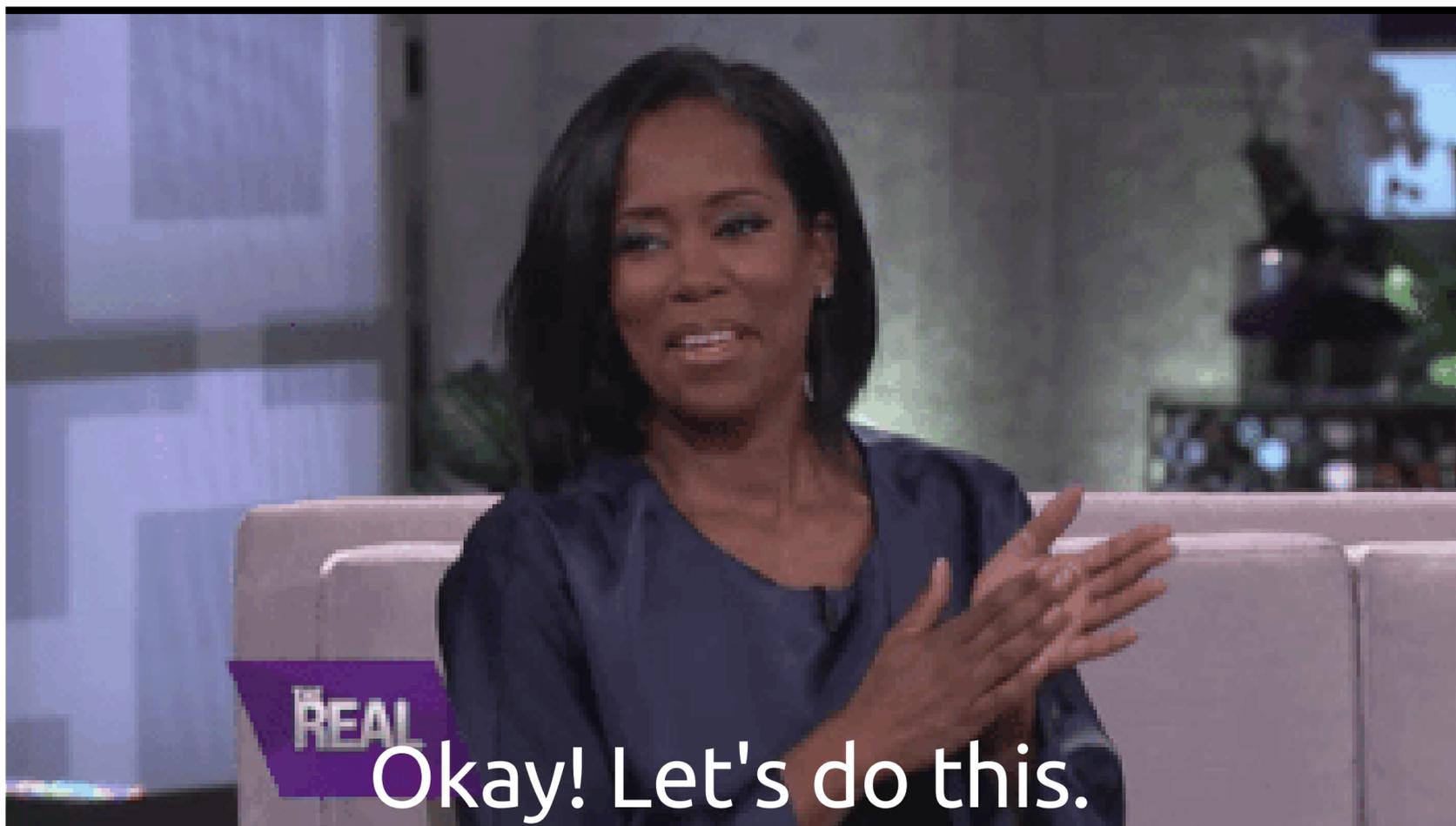


...and improvement as a lifestyle.

The consequence of the boomers' era of self-indulgence and impulsive buying was working longer hours to save and pay up debts when they should have been transitioning to retirement.

Personal discipline and constant personal effort at improvement translates to good decisions. Spoil yourself but not every time, it gives more satisfaction if done once in a while anyway. That discipline will save you in the future.

4. Put one thing down and pick another up

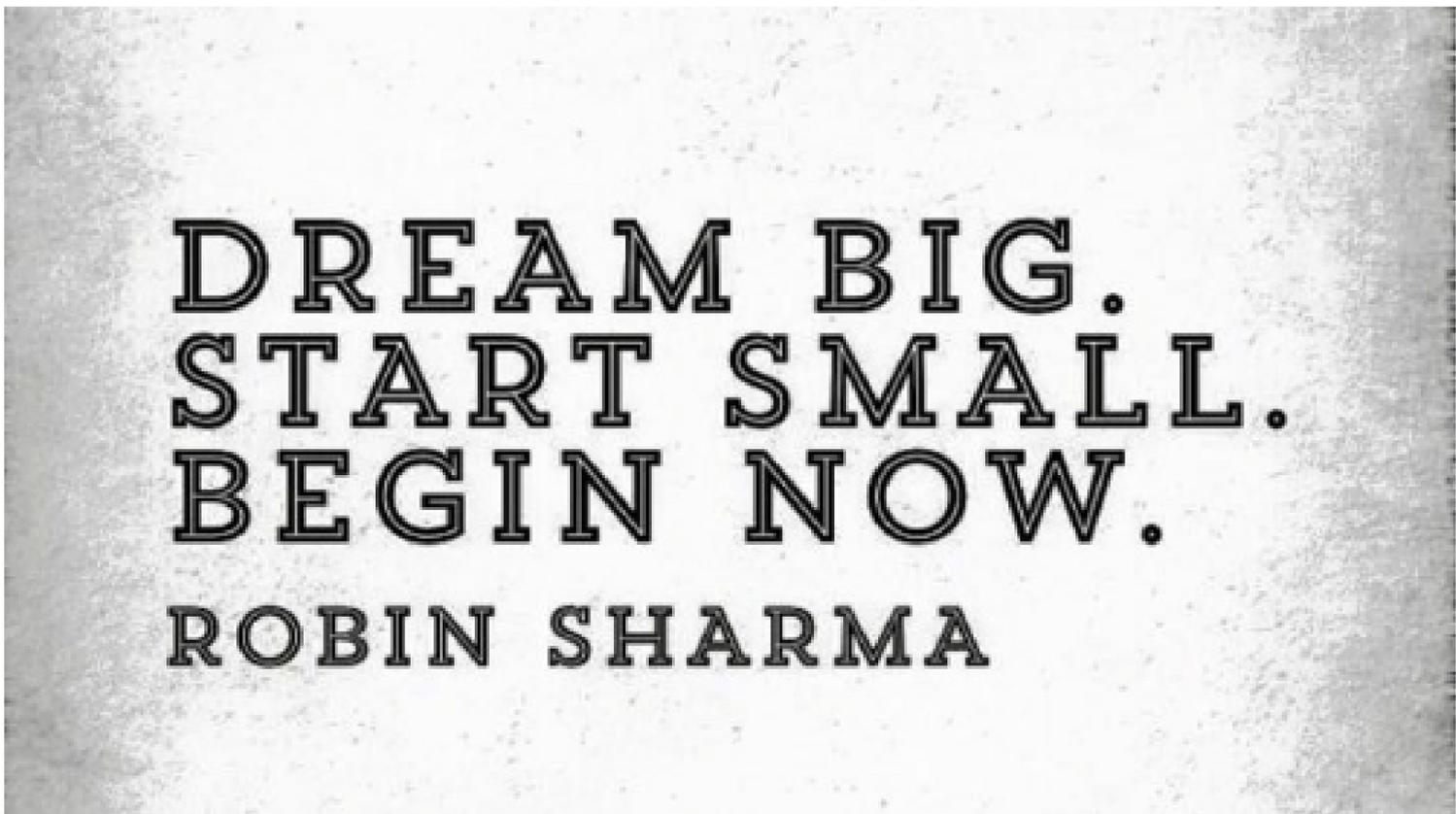


We just said baby boomers retired late because they worked their way to pay off debts. The lesson drawn from that is the ability to give yourself a reality check.

Doing business and managing finances requires attention and energy. So if you realize your decisions in that department do not hold up to a reality check, don't be afraid to drop them and make new ones to avoid burnouts.

Take up what you can control and if it doesn't work take up something else.

5: Before you try to do a lot, do the little



Precisely! We all have aspirations to go big but its good to always start small. Understand the level you are at now, then you can build up from there.

The boomers effected a behavioural turnaround to improve their situation by purposefully deliberating on their routine.

Likewise, you need to pay attention to the small details and components of your routine (i.e the things you are programmed to do) to bring a resolution to career and financial dilemmas.

6. Tough it out



If there's one lesson that's very clear about the boomers, it's endurance in hardships. When the going gets tough, the tough get going... the boomers got going alright!

Working harder and longer hours must have been difficult after years of splurging, but they did the necessary.

'Cause that's what people who truly mean to survive do. Win or lose? Who knows?! Just make the effort. No time to be soft when things are going down the drain. We should keep fighting.

Quick recap



The baby boomer's lifestyle communicates many things that can benefit our businesses, including personal discipline.



Money takes us on adventures but it's better to spend less and always be prepared for anything.



**Learn to reuse what you have, start small and try to do one thing at a time .
With that said....**



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