

Financial training For non financial staff



The financial training specialists

Cold feet (Budgeting, Cashflow, Profit)

I love wearing shorts and sandals over summer, but on my morning walk recently I'm starting to get cold feet: we've moved out of summer into autumn.

But we can also get "cold feet" - the fear kind of cold feet - when dealing with change. And we have plenty of change to deal with at the moment!

We need to be careful of the stories we tell ourselves, lest we start to believe them.

Stories like "I don't need to change anything in my business." Or "Things will get back to normal soon." Or "I haven't got the ability to change." Or "Someone else will do it for me."

Covid and lockdown have given many of our businesses huge challenges to deal with, and we need to decide how to respond, and then take action. If we take no action, things may "get back to normal," but it may be too late.

So what are the things we need to do to stay afloat financially, and then to bring longer term financial success?

Change is challenging, but we have all spent a lifetime changing, growing and maturing: why stop now?

So what stories are you telling yourself that get in the way of change: and the success and survival that change will bring?

The story I tell people about my big toe is that I was attacked by a great white shark whilst swimming from Australia to New Zealand. I must remember that it was an ingrowing toenail op: far less exciting!