HOW TO USE CRISIS AS AN INNOVATION ACCELERATOR

Continuous Education Webinar for Yoga Alliance
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CRISIS ARE BOUND TO HAPPEN. ARE YOU PREPARED TO THRIVE INSTEAD OF JUST SURVIVE?

• Andy Grove, former Intel CEO, observed:

“Bad companies are destroyed by crisis. Good companies survive them. Great companies are improved by them.”

I am confident this will end up being the most innovative period in our industry, the yoga studio business model has been transformed forever and for the better.
SHIFT WILL HAPPEN WITH YOU, OR WITHOUT YOU

We must realize that we have nothing to lose and everything to gain by trying something new.

Opportunities appear when the boundary conditions are eliminated, which is what a crisis does, it changes the dynamic and odds of what is possible.
FOCUSED & INTENTIONAL LEADERSHIP

We cannot manage our way out of a crisis. We must lead.

Crisis gives leaders the license to ignore the boundary conditions and affords us the chance to step up from ordinary to extraordinary.

Why? Because a crisis forces us to eliminate distractions, brings focus towards a common goal and simply renders failure not an option.
A crisis creates opportunities in industries both directly and indirectly affected.

As humans is natural to fear the unknown and to have competing priorities in our businesses and personal lives, but when in crisis these obstacles are removed and become malleable, there is a refreshing clarity to your why.

This is the time to pursue what really matters.
PERSONAL INNOVATION EXAMPLES DURING COVID19

• Accessibility

What: Bilingual Yoga Classes
Why: These classes address an unmet need and supply a demand of this particular sector of the world’s population, while delivering an impactful communal benefit that translates into legacy work. The members of this global demographic gladly pay to have equal access to the wellness tools that yoga offers.

• Radical Collaboration

What: Sharing Livestream Programming
Why: By partnering with other studios whether local, regional or across the world, all parties involved get to mitigate operational costs such as payroll, while continuing to employ teachers, and simultaneously expanding programming which actively retains members.
ONE OF MY FAVORITES PIECES OF WISDOM COMES FROM THE
ROMAN EMPEROR MARCUS AURELIUS, WHOM FORGED A FORMULA
CENTURIES AGO AND WROTE IT TO HIMSELF AS A DAILY REMINDER:

• Objective judgment, now at this very moment.

• Unselfish action, now at this very moment.

• Willing acceptance, now at this very moment.

THIS IS ALL WE NEED.