

Leading Your Business in 2021

What we learned in 2020 that we need to bring into 2021

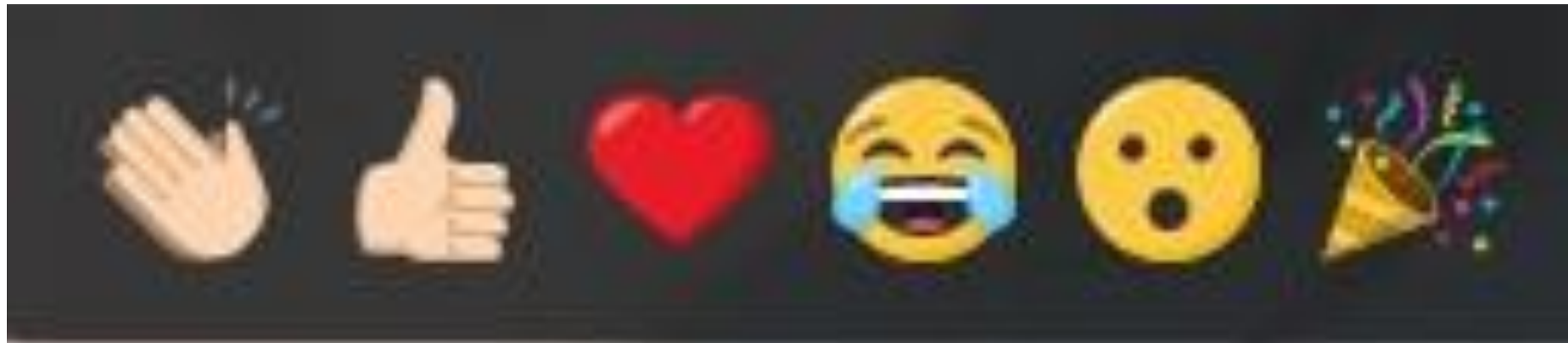
Princeton Area Chamber of Commerce
ZOOM Lunch and Learn
January 5, 2021 12:00 pm - 1:00 pm
(support Taco Johns)



Tuesday, January 5, 2021

How is 2021 going so far?

ZOOM Reactions

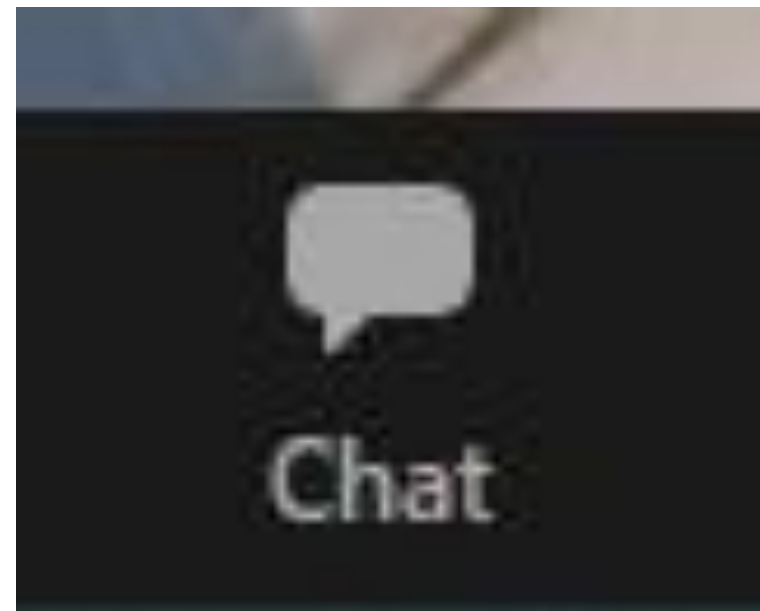


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March 2020 - December 2020

What word describes your 2020?

Write in the chat



Why was 2020 Difficult for Business Leaders?

- Executive Orders
- Employee relations / human resources
- Customer expectations
- Equity conversations
- Loss of revenue
- Pandemic safety concerns
- Other

#1 Difficulty for Business Leaders

- Keeping the business open.



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You Did It!



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What we learned from 2020 for 2021

1. An appreciation for employees
2. Innovating products and services
3. Creating customer confidence
4. Demonstrating grit (courage and strength of character)
5. Having a growth mindset

An Appreciation for Employees

- Absence makes the heart grow fonder.
- Work / life changes
- Mental Health
- Career changes

Innovating Products / Services

- Some products / services were banned
- Some products / services needed to be changed
- NEW products / services were needed

Creating Customer Confidence

- Safety Protocols
- Consistency
- Customer services looks different
- Communication
- Lots of decisions!

Demonstrating Grit

- Every business leader in 2020 had grit. This wasn't a measure of success or failure.
- There was no warning to prepare for.

Having a Growth Mindset

- You will learn something.
- You will need to take a risk.
- You will need to trust yourself.
- You will need to know who to listen to.

Which of the 5 do you think you need more information about?

1. An appreciation for employees
2. Innovating products and services
3. Creating customer confidence
4. Demonstrating Grit (courage and strength of character)
5. Having a Growth Mindset

Questions?



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Thank you - Goenner Consulting, LLC

Making 2021 Virtually the Best
Virtual Technology Support - Membership

- Build Community
- Engage Customers
- Develop online services

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Contact us

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