



Strategic Mindsets in Times of  
————— CRISIS  
FOR CREATIVE ENTREPRENEURS



You Can *Thrive*  
with Strategy & Heart



I'm Michele, a business strategist, creativity expert, & educator for creative entrepreneurs just like you. I'm also an artist & bit of a walking nerd alert.

I'm here to help you nurture your creativity, nail your strategy, & build a purpose-fueled brand that thrives from the inside out.

*Hi You...*

I might geek out over strategy details just a tad, but I'm also an abstract artist... that means I get the tug-of-war that can happen between strategy and heart.

But it doesn't have to be either-or anymore. Your business should do more than pay your bills, it should set your heart on fire. And you don't have to figure it out alone.

It's time to thrive with your whole heart and your whole brain, all while nurturing your creative soul and building a brand you love. Ready for the practical goods and coffee-fueled strategy you need to take that creative dream of yours and make it thrive?

I started Designed to Thrive Creative after completely losing my previous business to a traumatic brain injury and wrist injury from a car accident in January 2018. I decided if I was going to start again it would have to be something I loved more, with more purpose than what I had lost. And here we are.

So here we are friend. I am 5000% committed to seeing you succeed and build a creative business you love that thrives from the inside out.

Rising together,

*Michele*

# FOCUS

## Coaching Q's

- What is filling my focus right now?
- What things am I focusing on that are out of my control?
- Are there any proactive things I can do in the moment to mitigate the effects of the things I can't control?
- How am I responding to the things I can't control?
- What is the absolute worst thing that could happen?
- Are there any steps I can take to affect the worst case scenario?
- What aspects of this situation are in my control?
- Which of these aspects are urgent or need my focused attention right now?
- Which are important but not urgent?
- What makes me feel panicked or most fearful?
- If my fear were an object how would I describe it
- Can I create an action plan that helps me calm the anxiety and/or address the things I am most afraid of/triggered by?
- How can I as a leader set the focus for those around me?
- What content can I create/share that will empower and encourage others in my community?



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# FILTER



## Coaching Q's

- Where am I getting my information about the current crisis from?
- Is this a reputable, credible source? Why or why not?
- What facts do I need to consider?
- What boundaries on my media intake do I need to set to support a positive, empowered perspective?
- What sources of information are actually just noise that distracts?
- Are there any social media accounts I need to follow or unfollow regarding this situation?
- Can I curate a list of best resources for my community?
- Is there content I'm being exposed to that repeatedly wears me down and stresses me out? How can I mitigate that?
- What messages have I internalized to the point I am now telling these messages to myself?
- Which messages do I need to keep and pay attention to?
- Which messages do I need to release and replace?
- List the go to outlets of media and information you will use to stay informed about the current crisis.

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# FAMILY

## Coaching Q's

- What kind of community do I need to be an active part of in this crisis?
- How do I need this community to support me/my business?
- How can I support this community?
- What levels of engagement and communication do I need to feel included?
- What skills do I have that I can offer to serve with to help others in this crisis?
- List key support relationships to you as well as where you support someone else? Are these balanced?
- How can you make sure you are getting your needs met?
- What do healthy boundaries look like to you?
- How do these boundaries need to be adapted to the current crisis?
- Are there responses to this situation you can offer as a community unit?
- What resources are needed within the community?
- What kind of communication guidelines or practices are needed?
- What technology can be used to stay connected?



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# FUTURE FACING



## Coaching Q's

- Make a list of all the things you can do right now in this crisis to benefit your business... down to little teeny actions.
- What can I do next? And after that?
- Write a letter to your future self. Who do I want to become as a result of walking through these challenges?
- What can/needs to be done in the next 2 weeks?
- In the next 3-8 weeks?
- Goals and ideas for the 2-12 months? (Remember this isn't about big picture dreams, but about still moving forward even in times of difficulty.)
- Have nagging what ifs? Build a list of what is. Lead with facts.
- Journal all of the lessons in the current crisis. Then I use them to build crisis strategy into my future business planning
- How can I practice radical generosity and in so doing establish myself as a thought leader in my space in the middle of crisis?
- How will I communicate in a way that builds my brand credibility and community relationships that will set me up for long-term success?

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*“How we communicate  
in crisis either builds up  
or breaks down  
the trust crucial to our  
brand credibility &  
ability to bounce back  
after the crisis passes.”*

Michele Perry

# My Crisis Communications Checklist

*Clear. Concise.  
Compassionate.*

- Make a list of clients I need to email directly and send personal messages of encouragement, while checking in on them.
- What free resources around my expertise can I create for current clients to use
- I brainstorm ways I can steward the story of my business that add certainty, address concerns, inspire confidence
- Live update clients with facts and policy changes as they happen
- Explain the why behind the what for changes being made
- Show on social how my business is creatively solving problems in the current crisis
- Document the journey, consider a keeping digest of lessons learned
- Be clear, concise, compassionate & courageous in communication choices
- Create an email sequence focused on COVID-19 content related to my clients' needs
- How can I highlight fellow creatives and their efforts?
- Host Facebook or Instagram lives
- Am I checking in often and engaging in conversation online with my community
- How can I pivot my business? How can you lend my expertise to my online community? This is an opportunity for my gifts to shine and build brand credibility and trust that can move me forward during and beyond the current crisis.
- How can I serve others as a crucial investment in my business that is worth more than short-term sales?
- What business systems need to be documented or strengthened?
- What crisis related GENUINE PR opportunities are there? Relevant op-eds?
- Map out core email sequences.
- Create a a YouTube series or relevant community online challenge
- How can I use online community building tools to serve and show up for my base in ways they don't expect.





# Choosing Abundance

## Stretch

How can I stretch what I have? How can reduce, reuse, repurpose?

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## Substitute

What can I substitute or DIY? Research alternate ways of doing things.

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## Simplify

How can I simplify that need in the short term? Is it something I can do without temporarily?

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## Share

How can I care for others who have less than I do? How can we swap resources, support community members?

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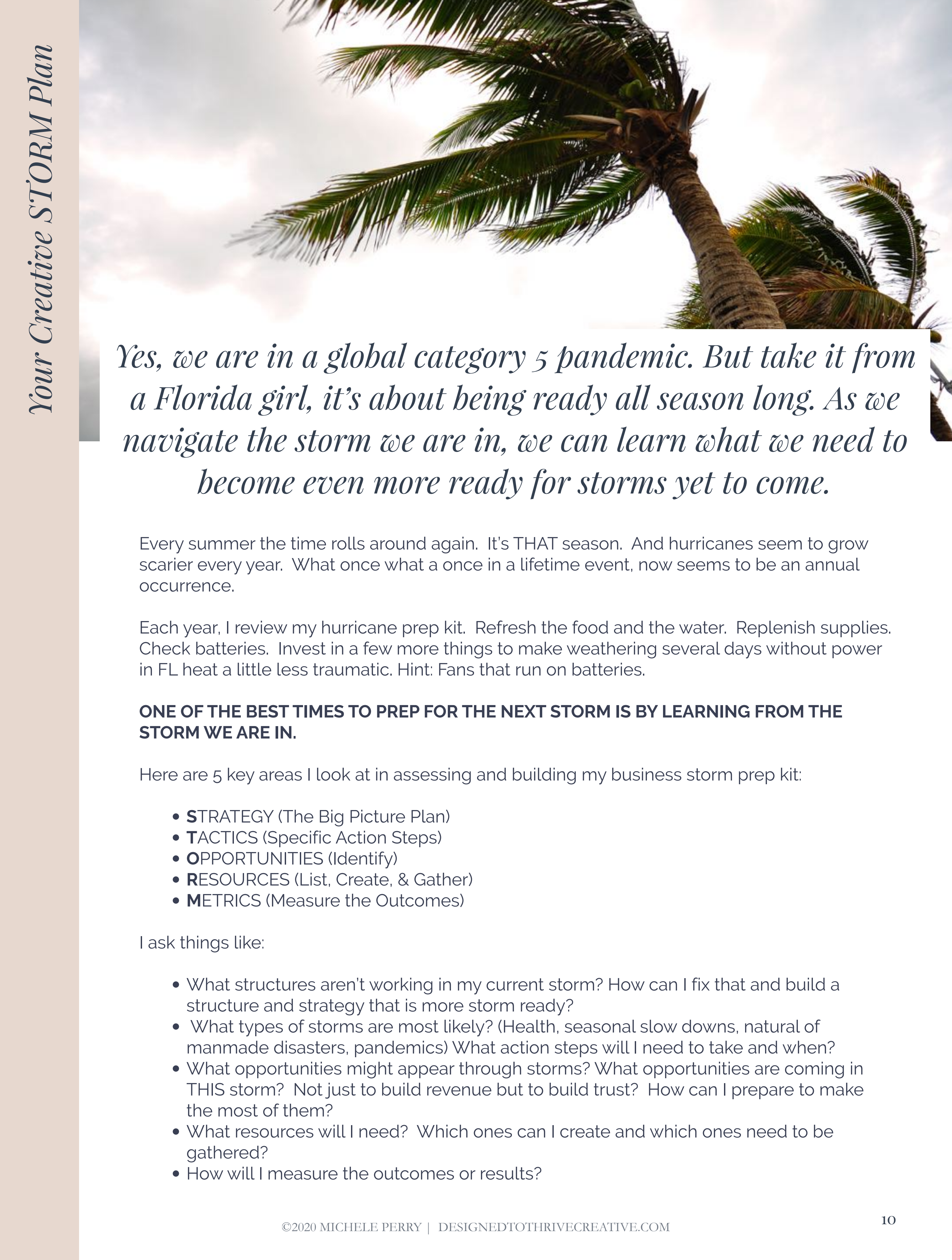
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*Your Creative  
STORM  
Plan*  
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*Yes, we are in a global category 5 pandemic. But take it from a Florida girl, it's about being ready all season long. As we navigate the storm we are in, we can learn what we need to become even more ready for storms yet to come.*

Every summer the time rolls around again. It's THAT season. And hurricanes seem to grow scarier every year. What once what a once in a lifetime event, now seems to be an annual occurrence.

Each year, I review my hurricane prep kit. Refresh the food and the water. Replenish supplies. Check batteries. Invest in a few more things to make weathering several days without power in FL heat a little less traumatic. Hint: Fans that run on batteries.

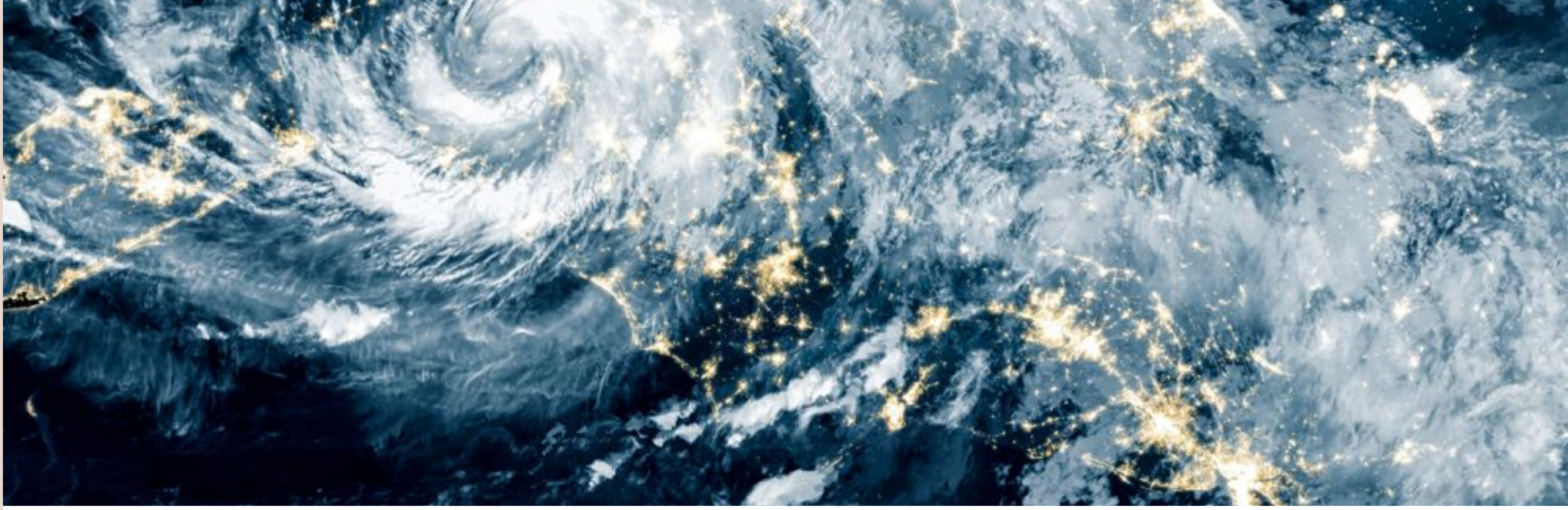
**ONE OF THE BEST TIMES TO PREP FOR THE NEXT STORM IS BY LEARNING FROM THE STORM WE ARE IN.**

Here are 5 key areas I look at in assessing and building my business storm prep kit:

- **STRATEGY** (The Big Picture Plan)
- **TACTICS** (Specific Action Steps)
- **OPPORTUNITIES** (Identify)
- **RESOURCES** (List, Create, & Gather)
- **METRICS** (Measure the Outcomes)

I ask things like:

- What structures aren't working in my current storm? How can I fix that and build a structure and strategy that is more storm ready?
- What types of storms are most likely? (Health, seasonal slow downs, natural of manmade disasters, pandemics) What action steps will I need to take and when?
- What opportunities might appear through storms? What opportunities are coming in THIS storm? Not just to build revenue but to build trust? How can I prepare to make the most of them?
- What resources will I need? Which ones can I create and which ones need to be gathered?
- How will I measure the outcomes or results?



**WHAT KINDS OF STORMS ARE MOST LIKELY FOR MY BUSINESS TO FACE?** Not all businesses face the same kind of storms. Just like blizzards in Florida and hurricanes in Montana are pretty much assured to never happen.

**WHAT GENERAL THINGS CAN I GATHER, MAKE, INVEST IN AHEAD OF TIME?** General things like structures and systems you can put in place. How can you back up data? What team members do you need? What are you learning in THIS storm that can help you be better prepared for other storms/crises?

**STORM TYPE:**

**STRATEGY:** What's my overall strategy for handling this kind of storm? What structures do I need in place?

**TACTICS:** What steps do I need to take to be prepared? I think of this a like a crisis workflow.

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**OPPORTUNITIES:** What opportunities can I be on the look out for? How might this storm create a new place for me to meet the needs of my community?

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**RESOURCES:** Create a list of the things I need to be prepared for this type of storm.

RESOURCES I HAVE	RESOURCES I CAN CREATE	RESOURCES I NEED TO FIND

**METRICS & MEASURES:** What were the outcomes? What things worked exceptionally well? What parts need tweaking? What did I learn?

# Have Questions?

*Pretty Please Don't Be a Stranger*

Growing your business is an awesome,  
but sometimes overwhelming  
experience.

If you need support or have questions,  
please don't hesitate to reach out to me  
via my website or email.

You can do this. You were made for that  
dream growing on the inside of you.

Cheering you on,

*-Michele*

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*Designed to*  
**THRIVE**  
WITH HELENE