

Leading Teams in Time of Turmoil – a note from speaker & multi-unit franchisee, TJ Schier

As both a speaker and franchisee, my world has been rocked on both fronts. Whose world hasn't been rocked? Seeing conference after conference be cancelled, it's a scary sight to see 4-6 months of income disappear...and who knows how long the recovery will take.

On the franchisee side, being a restaurant owner, at least we can do to-go, takeout and drive-thru but losing 40% of our sales in a thin-margin business makes it tough to make ends meet. Very grateful, however as many businesses such as gyms, retail and the like have had to close down to abide by local mandates.

Long ago, my former boss told me, 'as a leader, NEVER push the pressure you feel down on your people.' I'm sure he never envisioned pressure like we are all feeling today. Nonetheless, I've resolved to not push that pressure onto the teams. I've told my teams (and luckily nearly all the employees want to work and get hours), let's grind this out together and we will have bonuses for everyone who stayed through with us until things are back to 'normal'.

I'm happy to discuss situations of how to deal with team members and franchisees (for any franchisors out there) as I truly walk miles in those shoes every day. No magic wand, but an empathetic ear and hopefully some ideas and suggestions of how to weather the storm and not push the pressure down to your teams.

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Thanks – we can all get through this by working together...and staying apart (for now)!