

LEADING YOUR BUSINESS THROUGH THE CRISIS – A VIRTUAL VISION OF THE FUTURE

It's no secret, businesses are getting hammered right across the country. So many business owners and leaders are scrambling to find a way to deal with the ever-changing landscape of *how* we can do business.

Like you, Troy Hazard is living it. He is the chairman of the board of a business with 410 franchise territories employing 1,100 people across three countries, that operate 160 retail stores, and over 600 mobile service units. Right now, he is working with the leadership team in the business making daily decisions to keep these families employed, and as safe as they can be.

In this program Troy will share some of the strategic plans he and the team are putting into place *right now!* How they are managing the daily update to the strategy, and how some of those disciplines, habits and behaviors can apply to your business.

Following his presentation, he will take questions from your leadership so he can drill into the *specific* needs of your business, in your industry, in your County. Things you can do *right now* to influence your outcome in your business and ride out the storm.

Then, we'll open up the conversation to your participants' questions. To talk about the things that are keeping them up at night, and the things that are close to their hearts and minds.

This is not a keynote, this is not a 'program', this is a **highly customized interactive fireside chat** with a serial entrepreneur that has owned 13 companies over 30 years and has taken the rollercoaster through 4 significant economic corrections in his businesses. So, expect to hear the up close and personal stories of the good, the bad, and the ugly as we all learn from the past, apply it to the present, to protect the future.

In this virtual experience your participants' will learn the 6 key steps to lead their business through this crisis.

1. **The TREND is your friend** – Right now, life in general is a moving target, but as business leaders it's our job to pick the trend. Troy will teach you how to pick it quickly and efficiently.
2. **Create consumer and employee confidence NOW** - Have consumers ready to buy even if the reopen date in your industry or County is delayed. You will learn how proactive actions instill a calmness in your consumer, and your team.
3. **Upskill your team for the upswing** – There will be a resurgence in the economy and history will tell us it will happen quickly. Will your team be trained and ready for that? Troy will share how he is keeping his team sharp, for the economic shift.

4. **Have everything fight its way BACK into the strategy** – No doubt in recent weeks you’ve been very closely monitoring your cash flow, and your budgets for the year – and for sure they have changed. Troy will share his process to create a *rolling review* of your strategy to adapt with the changing landscape.
5. **Countdown to a kickoff** – He will share his unique discipline to manage all of the things you need to do to reopen, so you have focus, and don’t paralyze yourself in the process.
6. **Rhythm + Routine** – Right now, your consistency as a leader is more important than ever. If your team sees fear and chaos in your actions, they too will panic. Learn how to set meaningful interactions with your team so they do not lose ‘mental momentum’ through this time.

Here’s an overview of this unique virtual experience - <https://vimeo.com/410778650>

What clients are saying about Troy’s virtual experience...

“Troy delivered his virtual experience to our group of franchisors with amazing impact. Immediately after the event I had people emailing me to say thank you for such great relevant information. Troy had their attention from start to finish. His leadership insights were spot on, especially the real-life examples of what our franchisors could do in their business TODAY to navigate this crisis. Outstanding!”
Brian Schnell, Partner, Faegre Drinker

“Troy’s unique approach to a virtual meeting was both timely, and highly informative. In a time of so much uncertainty, our owners appreciated the opportunity to learn tactics they can implement today to help them prepare their businesses for success post-pandemic. I could almost hear them taking notes! This was not just a keynote, this was a highly engaging event that was just what our owners needed.”
Stephanie Richmond, Sr VP of Human Resources, Papa Murphy’s International