

# Welcome to the COVID-19 Conversation with C.J. Hayden & Kristine Carey

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We'll be getting started in a few moments. Please read these tech tips.

- **NOTE:** If you hear an echo, plug in a headset or earbuds.
- Use the attendee control icons (bar at bottom or top) to:
  - Mute/unmute yourself (mike icon)
  - Turn on/off your webcam (video camera icon)
- Click the chat icon to engage in chat. (Bottom center or under “Participants.”)
- If you can't hear and/or talk, just call +1 669-900-6833, meeting ID 228 559 742, participant ID # (just press the # key), password 022664.

# Today's logistics – the technical part

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- **IMPORTANT:** If you hear an echo at any point, the quickest way to get rid of it is to plug in a headset or earbuds.
- **Audio tips:** Online – use the mike icon on the attendee control bar (at bottom or top of your screen) to mute/unmute yourself. On phone – use \*6 to mute/unmute yourself or your phone's mute button.
- **Video tips:** Please leave your video off unless you are speaking. Use camera icon at bottom left to turn on/off your webcam.
- **Change view:** Choose between “Speaker View” and “Gallery View” in upper right (desktop), upper left (iPad) or swipe thumbnails left/right (mobile)
- **To raise your hand:** Online: find attendee controls bar, at bottom or top of your screen. Click “Participants” (desktop) or “More” (mobile). Look for the words “Raise Hand” or a raised hand icon. On the phone: press \*9.
- **Computer or app trouble?** Rejoin by phone: call +1 669-900-6833, meeting ID 228 559 742, participant ID # (just press the # key), password 022664.

# Today's logistics – the process part

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- Introductory remarks by C.J. & Kris
- Thoughts from C.J. & Kris on reinventing your business during the crisis
- Your questions and comments – please hold until we call for them
- Closing remarks & next steps
- Stay on mute with video off until we call on you
- Raise your hand when you wish to speak

# Reinventing Your Business

## Our mindset for today

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- The COVID-19 crisis is real, unavoidable and worldwide.
- We don't know how long it will last, but it is *temporary*.
- Here in this space, we will be pragmatic and solution-focused.
- No fear-mongering or blaming allowed.
- But also, no happy talk. This is going to be hard.
- We are all in this together.

# Keep all personal information confidential

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- You are welcome to share with anyone your own personal experience of this conversation.
- You are ***not*** permitted to share any other people's name or identifying details without their explicit permission.
- We are recording today and the recording will be shared with others.
- If you say something you would prefer not appear in the recording, notify us and we'll edit it out.

# C.J. Hayden: Taking your in-person or brick-and-mortar business online

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- Taking your business online can be one of the quickest adaptations to make in our current Stay Home environment
- Coaching, consulting and counseling previously done in person can happen by video; clients will adapt more easily than before
- Fitness training, yoga, physical therapy, professional organizing, photo organizing, interpreting, accounting, performing, hypnotherapy, speaking, training can all be done remotely
- Use ecommerce platforms to get up and running quickly: Shopify, Wix, or Squarespace Commerce
- If you already have a site you can quickly modify, add a payment services provider like Stripe, Square, or PayPal.

# Kris Carey: How to make use of your Super Powers in whatever comes next

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- Take time to remind yourself of, or discover, your Super Powers
- Look at your workday and notice how often you use your Super Powers vs. how you think you “should” be doing things - let what doesn’t fit go
- Check the foundation of your business and the assumptions you’re making about how business is “supposed” to be done and ask how much they utilize your Super Powers - realign
- Ask yourself how you can use your Super Powers more for good (rather than evil)
- Examples: Coach (Andy) - Free flow (Rania)

# C.J. Hayden: Repackaging your skills & knowledge in new, marketable ways

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- If your business can't function now due to Stay Home restrictions or impact to your market, what skills/knowledge do you have that people might want?
- Could you offer:
  - Online training, either live or sold as home-study courses
  - Training for junior colleagues to improve their skills while not working
  - Online performances alone or with colleagues
  - Ebooks or resource packs sharing your expertise
  - Works of art or craft displaying your talents
  - Skills from your former life, such as writing, editing, coding, design, accounting
- Can you find clients through:
  - Corporate, educational or non-profit sponsors
  - Alliances or referral partnerships with colleagues
  - Gig work platforms like Upwork, Fiverr, Freelancer, or Guru
  - COVID-19 job matching offered by your prof'l association, state, county, or city



# Kris Carey: Calling forth what's been hidden or dormant within you

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- Acknowledge what is: this is a time of duress - and possibility-precisely because it's not business as usual
- Look for what's been dancing in the corners of your mind, the things being called forth
- Give yourself permission, and the courage, to explore
- Create an experiment / learning lab / scaffolding to keep you feeling safe
- Examples: YouTube (Kris) - Make art and sell it online (Kristin)

# Your questions and comments

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- Stay on mute with video off until we call on you
- Raise your hand when you wish to speak
- Please use handraising for questions; feel free to use chat for comments

## Next steps

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One more free session in this series:

- Thursday, Apr 23 – Staying Productive and Sane

Free “office hours” with C.J. & Kris:

- Fri May 1, Thurs May 7, Thurs May 14, Fri May 22, Thu May 28

Meeting time for all sessions:

- 10:00-11:00 am Pacific Daylight Time
- 1:00-2:00 pm Eastern Daylight Time
- 6:00-7:00 pm British Summer Time

## Next steps

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- Remember to tell C.J. if there's anything you'd like deleted from the recording.
- Watch your email to register for the upcoming sessions.
- Comments? Questions? Requests?
  - C.J. Hayden – [contact@cjhayden.com](mailto:contact@cjhayden.com)
  - Kristine Carey – [coach@kristinecarey.com](mailto:coach@kristinecarey.com)

## In closing

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- This is a *temporary* situation even though the impact may be long-lasting.
- You are not alone in your questions, fears, and struggles.
- There are answers out there, although you may have to work to find them.
- Be gentle with yourself. This is a tough time.
- We are all in this together. If we continue to support each other, we can get through this.