

A person with long brown hair is sitting at a desk, writing in a notebook with a blue pen. The notebook is open, and the person's hands are visible. The background is blurred, showing another person and a glass of coffee.

# 5-Day Resilience Program

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Workbook

FWE

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# Welcome!

When you set out to start a business, you probably didn't expect to be navigating the kind of changes we have faced in the past 90 days.

While FWE and many in our community are using this time to do the important work of re-examining their business and consider all that is happening around us, we know that the need to support you, women entrepreneurs, is essential. FWE has developed **The Go-To: Special Edition** and this **5-day resilience program** focusing on rebuilding with resilience and re-examination.

From the neuroscience of resilience to the trauma of money to creating award-winning content, each episode will dives into a conversation on the mindset and tangible skills of the topic with leading experts and entrepreneurs.

To dive deeper, this workbook gathers practical exercises and meaningful takeaways that you can apply directly to your business. These exercises are best explored alongside the corresponding podcast conversation.

While these episodes are recorded and released during the time of the COVID-19 pandemic, our intent is that this content will help you in being ready, resilient and strong no matter what comes your way.

Let's begin at the beginning: what does resilience mean to you?

## My #Resiliencels:

Join us on social by sharing your story of resilience by using **#Resiliencels** and tag **@fwecanada**.

We are here in your corner,

Team FWE

*P.S. We know how exciting this workbook is and that you might want to share it with a friend. Let them experience the program in all its glory by sending them to [resilience.fwe.ca](https://resilience.fwe.ca) where they can sign up.*

# The Science of Resilience with Judy Brooks

*"Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom."*  
- Victor Frankl



**Judy Brooks**  
Entrepreneur; Executive Chair,  
SmartSweets; FWE Chair  
[LinkedIn](#)

## Exercise 1.1: Emotional Intelligence

*"What we are really talking about is emotional intelligence. If we look at where leadership is going, we recognize that these traits, characteristics, findings, and considerations around emotional intelligence are really now at the top of good leadership." - Judy Brooks*

To foster awareness, ask yourself: How do my actions or behaviours affect others?

To foster curiosity, ask yourself: Am I asking enough questions? Am I curious or do I think I have a full understanding of the situation?

To find more options, ask yourself: what else might I consider?

List at least three possible options.

- 1.
- 2.
- 3.

## TIPS:

When making decisions in a challenging time, consider this plan for dealing with reality while sitting in optimism:

- ✓ Be curious
- ✓ Gather data
- ✓ Consider at least three options
- ✓ Be discerning
- ✓ Make a decision
- ✓ Communicate it with kindness, clarity and respect to those who need to know



## Exercise 1.2: Developing Optimism

*"Options and optimism are all about choices, options, and more than two. So, it is not just 'I do, I don't, I can, I can't,' it's 'what else might I consider?' That takes us into hope, belief and optimism and that's where I think we need to be in these times for both ourselves and for our businesses." - Judy Brooks*

### If you're overwhelmed by the reality or aren't shifting to optimism...

Consider these questions:

1. Am I attached to an absolute?
2. Am I being binary in my thinking? (either/or)
3. Why am I attached to my current thinking?

Be aware of your body: how you're breathing, where and when tension creeps up in your body.

Create space to consider what's before you in a challenging situation. Try these small, but mighty, steps as a starting point:

- ✓ Deep breathing (*this slows down your heart rate*)
- ✓ Meditation
- ✓ Find an intention to sit with in quiet and measured thoughtfulness

In a relationship setting: you are 100% responsible for the communication you give. Allow the other person to have the response they will have. Allow people to feel what they will feel, knowing you are coming to them with respect, clarity, and love.

## Judy's #Resiliencels:

*"Resilience for me means the ability to be hopeful... and how I am hopeful is sitting in options, options create optimism and that creates joy for me."*

# The 10-Day Pivot with Lili Fortin



**Lili Fortin**  
President, [Tristanstyle.com](http://Tristanstyle.com)  
[Linkedin](#)

## Exercise 2.1: Assessing your Supply Chain

*"The only reason why we were able to help, other than just our willingness to help, was the fact that we owned plants in Quebec, Canada. Had we not had these facilities we would not have been able to help in the way that we did." - Lili Fortin*

For Lili Fortin, having partial operations and key suppliers based in Canada meant that she was able to pivot her manufacturing and produce face shields from her own factory. Consider your current supply chain:

Where along your supply chain might you be able to strengthen or diversify in-house or localized production?

How would this impact your bottom line?

## Exercise 2.2: Aligning Company Values and Culture

*"Things are moving quickly... something that does not change are the values and the company culture and this was key in this situation because when we talked about this new project, people were in right away. They were all in right away, so there was trust." - Lili Fortin*

Consider your company values and your current company culture:

Do you think your values are ingrained into your current company culture?

How can you adapt, change, or improve your business to ensure these two things are aligned?

## Exercise 2.3: Assessing Your Network

*"The value of our network is what showed to be the most valuable in this situation because it allowed us to speed things up to a level that we would not have been able to achieve had we not had the right contacts. It was really what made us do this so quickly." - Lili Fortin*

Consider your network and your community. Have you built good, lasting relationships with those around you? Name a few people in your network you could lean on right now.

## Lili's #Resiliencels:

*"You have to set higher goals for yourself. You cannot let a loss or losing discourage you – it is supposed to motivate you. Unfortunately, success does not come easily, and it is not free. You have to work hard for it. Sometimes timing and luck happen, but I have never relied only on that because I know the value of hard work."*

# The Trauma of Money with Chantel Chapman



**Chantel Chapman**  
Founder, *What the Finances*  
[@chantelchapman](https://www.instagram.com/chantelchapman)  
[thetraumaofmoney.com](http://thetraumaofmoney.com)

## Exercise 3.1: Exploring Your Relationship with Money

*"When we explore our relationship with money, the first thing we have to look at is what narrative is influencing the way we show up with money. There is never just one narrative, there are often multiple narratives." - Chantel Chapman*

There are six pillars that impact your relationship with money and act as the catalysts for the stories we have surrounding money.

## SIX PILLARS

1. Generational or inter-generational trauma
2. Relational trauma
3. Societal trauma
4. Systemic trauma
5. Laws of nature
6. Financial literacy

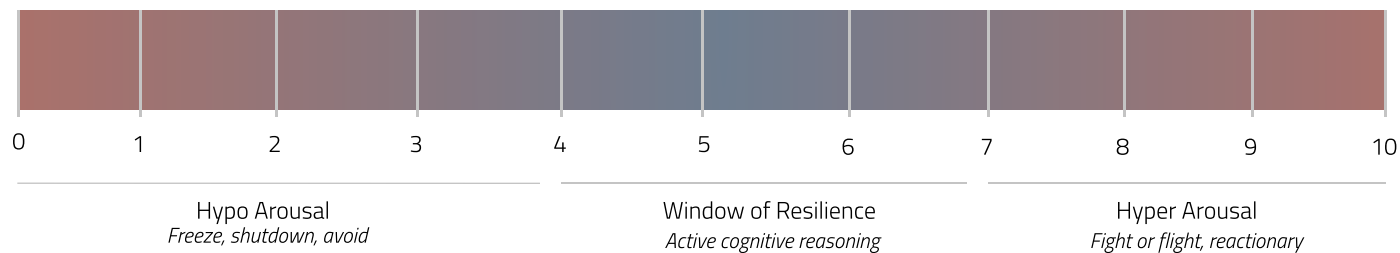
Which one(s) resonate with you and influence you the most?

What did you learn about money growing up?

What experiences have shaped the narratives that influence your money behaviours today?

## Exercise 3.2: The Window of Resilience

*"The window of resilience, or window of tolerance, is the area where you can handle levels of stress and you still have access to cognitive reasoning." - Chantel Chapman*



Consider the spectrum above. Where are you currently operating along the spectrum of resilience and tolerance?

What actions are you currently taking that indicate that?

## Exercise 3.3: Uncovering Financial Disorders

*"The interesting thing about financial avoidance is that if you think about what you are doing, you are avoiding because you want to avoid the discomfort of looking at it, but the more you avoid, the more uncomfortable it gets and the higher and more intense the repercussions get." - Chantel Chapman*

Of 11 common financial disorders, the three that most frequently show up are:

1. Financial overspending
2. Financial avoidance
3. Financial enabling

During times of fear or reaction, which one represents your go-to behaviour? What are some examples of this behaviour?

What money behaviours do you wish you could change?

## Exercise 3.4: Take Esteemable Actions

*"Esteemable action leads to self-esteem." - Chantel Chapman*

What is one esteemable action that you can take right now? What is your first step?

What comes up for you when you notice yourself taking this step? Take a moment to acknowledge this win!

## Exercise 3.5: Fawning & People Pleasing

*"Codependency is dis-ease or the distance from ease of the loss of self. This is where you prioritize people's comfort over your own." - Chantel Chapman*

### I missed that...

**Fawning:** people pleasing where one shuts down and gives in to everyone's comfort over their own; behaviour taken in the hypo-arousal category.

Where do you notice yourself prioritizing people's comfort over your own?

Consider where in your pricing strategy you might be fawning. Are you valuing your experience and expertise to its full extent?



## Exercise 3.6: Operating from a Place of Lack

*"If you want to serve, don't serve from a place of lack. You can't serve from a place of lack." - Chantel Chapman*

### I missed that...

**Place of Lack:** A state where one perceives that they have less than what is needed or does not have something entirely.

As a business owner, you can't serve from a place of lack. Consider your financial plan and identify where it might be lacking. How can you adjust it to better reflect the value you are offering?

Are you looking to serve the community? Consider creating a financial assistance program or a tiered payment model to allow for broader accessibility while still maintaining your financial sustainability. What creative ways can you accommodate your audience without offering your product or services for free?

## Exercise 3.7: Healing your Narratives About Money

*"You need to acknowledge what is fueling [your] purpose and heal any trauma underneath it." - Chantel Chapman*

It's not sustainable to be only purpose driven as sometimes our purpose is the result of trauma. Oftentimes this shows up as cognitive dissonance – or a disharmony – and we consciously or subconsciously self-sabotage. Take a moment to reflect on and re-organize your values.

There are two steps to understand and heal the money narratives that influence you. Consider the questions below each step.

### Step 1:

#### Take inventory to reclaim your values and your vision:

What is your purpose and what do you actually want?

Are your goals congruent with your purpose?

What does success mean to you?

What do you want your life to look like?

How can you build a definition of success for your business that supports that?

What external support can you seek to make this happen?

## Step 2:

Evaluate your “inventory data.” Notice where you are currently relative to your “inventory data.” Work to move into your window of resilience.

- What are you noticing as you dig into this?
- How do you feel when you have to go deep?
- What things are you avoiding?
- What options do you see available to you?
- What is the worst-case scenario?
- How can you cultivate the strength to move through this?

Imagine your worst-case scenario from above. What is the probability of this actually happening? What would you do if it did happen?

### Exercise 3.8: Get into your Creative Mind

*“Codependency is dis-ease or the distance from ease of the loss of self. This is where you prioritize people’s comfort over your own.” - Chantel Chapman*

Feeling stuck and unable to get into a place of options and creativity? Try the exercise from *Julia Cameron’s, “The Artist’s Way.”* Create a list of 10-20 things of what you would do if you didn’t have to be perfect.

## Chantel’s #Resiliencels:

*“A resilient mindset encompasses a few things. It encompasses the mindset of a philosopher who asks ‘why.’ It encompasses the mindset of a beginner who is open to anything and does not go into it thinking they know everything.”*

# Cash is Queen with Rubina Ahmed-Haq



**Rubina Ahmed-Haq**  
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Twitter: [@alwayssavemoney](https://twitter.com/alwayssavemoney)

## Exercise 4.1: Calculating Your Monthly Costs

*"You have to know how much your business costs each month to run, and plan for emergencies... Cash is queen when it comes to emergencies. You should know what those costs are and aim to have that much money in the bank so that in an emergency, you can go to that money." - Rubina Ahmed-Haq*

### I missed that...

**Monthly Burn Rate:** Your monthly burn rate is the rate at which your company uses cash. When calculating, be sure to add back in any anomalous spending such as a one-off website upgrade cost in order to capture the true ongoing operating costs.

**Financial Runway:** The amount of time your business can operate before running out of cash. This calculation indicates how long your company could survive without generating income.

$$\text{Monthly Burn Rate} = \frac{\text{(Cash at start of last year - Cash at end of last year + anomalous spending)}}{12 \text{ months}}$$

$$\text{Financial Runway} = \frac{\text{Cash on hand}}{\text{Burn Rate}}$$

Calculate your monthly burn rate and your financial runway. What will be your runway goal moving forward?

## Exercise 4.2: Planning for a New Business World

*"You need to redo your business plan because the business world is going to be completely different" - Rubina Ahmed-Haq*

Depending on the adversity your business is facing, the external environment affecting your business may have changed. What has changed and how does this impact your business?

Do some market research and think from your customer's perspective. Have their buying habits shifted or changed and how might they shift in the future?

## Exercise 4.3: Understanding your Cashflow

*"Think about how your business actually brings in revenue from January to December." - Rubina Ahmed-Haq*

Planning for an emergency protects your business against unexpected situations beyond your control. Having an emergency fund will create a buffer.

Going forward, what will be your monthly allocation towards an emergency fund?

### TIPS:

Cashflow forecasts are an essential tool in making decisions and supporting the growth of your vision. Here are a few links for helpful (and free) templates:

[Scotiabank Cashflow for Business](#)

[BDC Cashflow Assessment](#)

[Futurpreneur Cashflow Template](#)

Having access to capital can be critical for growing your business when the time is right. Have you applied for the loans and lines of credit available to you?

Where in your business can you consider financing your large purchases?

Take a look at the contracts you have with your vendors, are there any opportunities to negotiate more favourable terms?

Do you have a strong system and process in place for invoicing including ensuring timeliness of payments, follow ups, as well as accuracy?

## Exercise 4.4: Embracing New Opportunities

*"Jobs with softer skills were already starting to become more in demand because AI is taking over a lot of those jobs that are just sort of doing the same thing over again." - Rubina Ahmed-Haq*

Are there any soft skills – like public speaking or communication – that you could invest your time into learning right now, that will serve you in the long run?

## Rubina's #Resiliencels:

*"Take each day as it comes. Being resilient doesn't mean that things don't affect you and that you don't have down days and good days. I think to be resilient means that you understand that those days are going to happen and you prepare for them and you let yourself experience those days. It also means taking care of your finances and saving."*

# Leading Your Team Remotely with Steve Rio



**Steve Rio**  
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## Exercise 5.1: Setting Boundaries

*"One of the things that I think is super key around habits and routines, both on an individual level and a team level, is having boundaries and basically taking back control over your time and attention." - Steve Rio*

On average, workers are getting distracted every 40 seconds. Let's look at how you can set boundaries:

1. First, understand yourself and how you best work.

When are you most cognitively sharp?

Are you more effective with conversations in the morning or afternoon?

When are you best able to be detail-oriented?

## TIPS:

To be an effective leader, managing your time is critical. Here are some practices Steve Rio covered:

- ✓ Plan your day: What are the top priorities? How much time will you need to accomplish these?
- ✓ Start your workday without going through emails; leave emails and other communications to a specified time.
- ✓ Set boundaries.

2. Check in with yourself after each major task or meeting; do you need to take a brief walk? Do you need to drink water? Even one minute of self-reflection can be enough to start a practice of greater awareness.

3. Each morning take 15 minutes to plan your day. What are the priorities for the day?



4. Set aside time when you are just working, with no notifications from Slack, email or other. What will your ideal day look like? Map it out below:

Time Frame	Time For	Not a Time For
9:00 - 10:00am	<i>Setting goals for the day and reviewing to-do's</i>	<i>Social media and emails</i>

## Exercise 5.3: Creating Productive and Engaging Teams

*"On the team side, I think it has to start with leadership and all the way down" - Steve Rio*

### TIPS:

Tips for encouraging productive and engaged teams:

1. **Set the intention for each meeting.** *"The purpose of this meeting is to..."*
2. **Energy Level and One Word** - For team check-in meetings, have each staff member share their energy level and a word about what they're feeling. This helps your team feel seen + heard.
3. **Macro Communications** - Help drive your team to macro communications instead of micro communications (ex. Remove need for team to ping one another for minutiae by having all current versions of documents saved for all to access).
4. **Set rules together as a team** - If you're an organization that thrives best on policies and rules, then come together as a team to decide when team members can respond to email, slack or phone calls from each other.
5. **Set expectations for communication** - In the absence of policies and rules, what are the expectations we can all agree on around communicating with one another?
6. **Empower staff to make decisions on their own**, with the one caveat that they have to consult those who will be affected.

Which of these tips could you apply to your team and how can you implement them?

## Exercise 5.4: Spiral Dynamics

*"If you look back at civilizations over the last couple of thousand years, the consciousness of our civilizations has evolved as the interconnectedness between our civilizations has expanded." - Steve Rio*

Steve introduced Spiral Dynamics as a way to describe the difference in team cultures that are more authoritarian or are more consensus-based. You can learn more about the theory from the original book on Spiral Dynamics available [here](#).

Where do you think your company fits along the spectrum? What relationship do you notice between your company's values and your company's priorities, its values and the company's culture?

## Steve's #Resiliencels:

*"Resilience for me is remembering the big picture."*

# Owning Your Work Flow with Jacqueline Jennings



*Jacqueline Jennings*  
Director, The Fireweed Fellowship  
[jacquelinejennings.com](http://jacquelinejennings.com)  
[fireweedfellowship.com](http://fireweedfellowship.com)

## Exercise 6.1: Biomimicry

*"Looking at the way that nature already functions perfectly and how we can pull from that into systems and business and technology." - Jacqueline Jennings*

Biomimicry is a practice that learns from and imitates structures and strategies found in nature to solve human challenges. Talk a nature walk (*this is a good practice to do anyways!*) Be curious and observe nature for what it's showing you. What are you being inspired by? What surprises you?

## Exercise 6.2: Breaking Silos

*"One of the central parts of my professional journey has been to de-silo and show up as a whole integrated human versus what I thought was needed in my career, which was to show up as a work robot who has no emotions, no physical needs, no family and is 100% professional... versus the richness I can bring to my work if I show up as an emotional, spiritual, physical and intellectual human." - Jacqueline Jennings*

### I missed that...

**De-Silo:** To deconstruct practices, rituals, institutions, processes and other human-designed constructs to uncover their original meaning, intent and significance.

"Silos" or unquestioned norms are present in the business world. In order to "de-silo" these experiences and expectations, adopt a curious and inquisitive mindset. By questioning and having the freedom with answers to redesign things, we have built businesses in a different way.

What might you de-silo in your industry? In your customer experience? In your team? For yourself?

### **Exercise 6.3: Understanding your Team Motivations**

*“One of the problems that matriarchy addresses is that we are not expecting teams to adapt to just how one person likes to do things. Rather the team can be more focused around results or the collective good versus pleasing the CEO, which unfortunately is how a lot of businesses are structured.” - Jacqueline Jennings*

Reflect on how you lead your team or how you would like to lead your team in the future. How can you shift to more of a strengths-based approach to leadership?

Begin getting curious about your team. How can you learn more about their needs and wants?

What are your team’s individual core values and what is each of their long-term visions?

How can you embrace your team’s visions, goals, so that their work experience can be more holistic?

## Exercise 6.4: Working as Partners

*"There is tremendous power in being able to name things in relationships and communicate about them." - Jacqueline Jennings*

A co-founder relationship is often like a marriage. According to Jacqueline, there are tools that are helpful to developing this relationship – some leadership development and some personal work.

Take the time to communicate with your partners and team.

How do you each work best?

What are the conditions for you to thrive and be most creative?

Are there any agreements you now need to re-visit?

## TIPS:

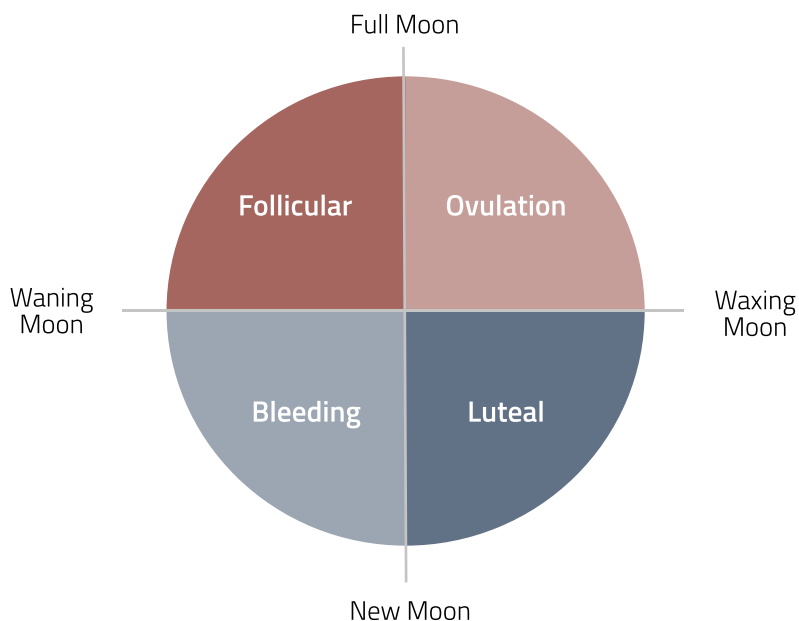
Consider these helpful tools and use them to learn about yourself and your business partner(s).

**Strengths Finder** to understand your own strengths *(this has a cost)*

**Dr. Gary Chapman's "The 5 Love Languages"** quiz provides a helpful measurement for what is most meaningful to you. To take the free online quiz *(Time requirement: 3-4 minutes)*

## Exercise 6.5: Getting in Flow with Flow

*"Recognizing that the expectation that we perform the same every day of the month is a totally colonized mindset. It doesn't make any sense." - Jacqueline Jennings*



*Thank you to Jacqueline Jennings for her permission to share her content on cycles.*

# The Phases:

**1. Follicular:** This time is great for to kick off new concepts or set up new partnerships. Brainstorming, multi-tasking, dreaming up infinite possibilities and blue-sky planning.

**2. Ovulation:** This would be the best time to schedule a board meeting or negotiate a contract. Perfect time for in-person meetings, presentations, sales pitches, speaking engagements and challenging conversations.

**3. Luteal:** This is the time to focus. Schedule time for solo work that requires less collaboration. Perfect time for: administrative tasks, bookkeeping, reading, reviewing documents, deep research, creating detailed strategies.

**4. Menstruation / Bleeding:** This is the time for rest and personal reflection. Moon days are great for passively consuming content—a book, magazine, or a movie—to prepare for re-inspiration and activation in the follicular phase. Focus on: self-insights, fortification, “me” time, slowing down and journaling.

Consider a daily practice that will have you checking in on where you are in your cycle, mapping your energy against them, and looking how you can honour your to-do-list in a way that aligns accordingly. What might this look like for you?

Create a monthly calendar that corresponds with your cycle. Look at your big weekly and monthly tasks and consider when during your cycle you can harness the energy of that period to tackle those tasks.

## Jacqueline's #Resiliencels:

*"Resilience that is only generated within me is not sustainable...I am not an engine that doesn't need fuel."*



# Selling Online with Nikki Thibodeau



**Nikki Thibodeau**  
Shopify Local Community Manager,  
Shopify  
[Shopifyvictoria.com](https://Shopifyvictoria.com)  
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## Exercise 7.1: Tap into Your Existing Customers

*"I truly don't think that business owners can objectively evaluate their own business." - Nikki Thibodeau*

Being able to objectively evaluate your business is key to understanding how your customer will experience it. The best way to receive objective feedback is to go to the source: your existing customers.

How do you currently receive feedback from customers? Are you actively soliciting it or are you passive? Now is a great time to proactively seek it.

Make it easy for your customers to provide helpful feedback. Here's how:

- ✓ Record yourself going through the buying process as if you were a customer.
- ✓ List it out step-by-step and note your experience of it. For example, when you click on a product for the cart, what happens? Is the process intuitive? Are there too many clicks? Is it an enjoyable experience or does it feel too transactional?

Then, ask some customers to go through specific steps and ask for their honest feedback (*be clear that they will not hurt your feelings with less-than-rosy feedback*).

## Exercise 7.2: Get Clear with your Customers

*"Right now with all of this cognitive overload, it is so much easier to digest content that is clear and consistent." - Nikki Thibodeau*

When everything around us is changing, **clarity** and **consistency** are key in providing comfort and building trust with your community. As a business, your customers are looking to you for this.

What is the same about the way customers will experience your business?

What will their process look and feel like now?

How can you communicate what your community knew and experienced in the past ("what was") to now ("what is")?

Keep in mind, this will be an iterative and evolving conversation with your community that you will want to revisit as things shift and change.

## Exercise 7.4: The 80/20 Rule

*"The thing about creating content online is that you want to have this 80:20 rule, where 80% of it doesn't have to do with your product or service it has to do with what your target audience likes outside of your product." - Nikki Thibodeau*

Evaluate your current platforms and audit where they currently sit on the 80/20 spectrum. How can you adjust your communications to meet this ratio?

If the evaluation shows you're leaning towards sales-heavy content, ask yourself:

What issues does my community care about?

What are my best customers interested in? *(Hint: check out what Instagram pages they follow to get inspired.)*

What are the top 3 questions my customers normally ask me about? Think: can I make a blog about that? Or shoot a quick 2-minute video that I share on my social channels and in a newsletter?

Think about your customer as a friend. What would you talk with them about? Design your content with that in mind.

## Exercise 7.5: Getting Ready to Launch Online

*"The biggest [mistake] that I hear often [is] that you launched without having someone go through the backend of your site." - Nikki Thibodeau*

### TIPS:

As you prepare to launch online, here's a helpful checklist:

- Before launching: Have someone go through the back end of your site and check for things like links being properly hyperlinked.
- Is your shipping set up smoothly? Do a test order and consider the experience from a buyer's perspective (for extra due diligence, consider the experience from someone buying for themselves vs. someone buying a gift for someone else).
- Are you on Shopify? You're in luck – call their Customer Success Gurus; they will give your site a quick glance for any online red flags.
- Don't forget to test your mobile site!

## Exercise 7.6: Collecting Customer Reviews

*"What you really want to do is just collect real testimonials or real reviews of your product or service." - Nikki Thibodeau*

We're social creatures and we trust others' opinions. So don't forget about collecting reviews and testimonials. Remember, even one good review is better than no review!

Key tips for collecting reviews:

- Make it easy for customers to leave reviews. If you're a Shopify customer, there are apps for that
- Keep them real – no fake reviews! That's all we need to say about that
- Ask for reviews however you can. For example, ask in a follow up message. Customers appreciate the opportunity

How can you collect customer reviews in your online buying process? What ways can you leverage them on your website?

## Nikki's #Resiliencels:

*"Resilience is someone who can understand a problem, take time to mourn and grieve what that obstacle took away from them and then push through."*

# Flexing into Digital with Keighty Gallagher



**Keighty Gallagher**  
Founder, Tight Club Athletics  
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[@tightclub](https://twitter.com/tightclub)

## Exercise 8.1: Applying Filters

*"The moment that happened, I sat down with my team and I had everyone's support. I then immediately switched into, 'How do we make sure our community stays connected throughout this because if we are all being asked to stay at home and stay shuttered, we are all going to go crazy.'" - Keighty Gallagher*

Knowing WHY you are making a business decision is key to ensuring that it's right and aligned with your values. Keighty talks about her filters being: how do we be effective in our transition and how do we support the team?

Consider your company values. What are the most important filters you can use to make key business decisions moving forward?

## Exercise 8.2: Uncovering your Entrepreneurial DNA

*"I actually feel really empowered to be able to be in that place of decision making again because it is exciting, and it makes me feel like an entrepreneur." - Keighty Gallagher*

Grit, ingenuity, and perseverance are in an entrepreneur's DNA. Take a moment to remind yourself of the skills and traits that brought you to where you are today and to acknowledge that you can do hard things.

What are the traits that are true to you and have brought you to where you are today?

## TIPS:

Going back to your early days may remind you of how strong you are. Nothing says superhero like starting up a business.

What are the roots that led to your business' values?

How can you bring to life to the human experience of your business?

What are the touchpoints that make the experience with you and your business unique?

### Exercise 8.3 The Customer Relationship

*"So, we are really trying our best to keep the communication and interactions alive. I would say that our community is actually stronger than ever because dealing with COVID-19 is something that we can all relate to, whether we have a job or not, and that one piece of connection has started so many more conversations, connections and opportunities than I have had in a long time." - Keighty Gallagher*

What are the touchpoints and communications that your customers engage with before, during, and after they interact with you? Remember that following up with a customer after they've interacted with you moves the experience from a transaction to a relationship.

What type of technology can you find that would allow you to sell/connect with your community in a way that allows you to stay true to your values?

## Keighty's #Resiliencels:

*"Resilience is a way to measure there being a dynamic thought process, energy level..... listening to what your body is saying:"*



# Communicating with Purpose with Chitra Anand



**Chitra Anand**  
Advisor to High Growth Tech Companies  
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[Book a time with Chitra here](#)

## Exercise 9.1: Evaluating your Purpose and Values

*"Knowing what you are in the business of doing is key... The most underutilized and powerful things that businesses can do is identify the answers to simple questions" - Chitra Anand*

Consider the following questions:

1. What are you in the business of doing? What is your business all about?
2. What is your purpose?
3. What is the problem that you're solving in the market? How does this link back to your purpose?

Your company values need to be embedded in the story that you tell. Your product or service is the enabler of whatever that value is. When facing a major challenge, the **what** of your business may change, but the value – or the **why** – can still be fulfilled.

What is the value you're providing to your existing customers or to those you want to attract?

## Exercise 9.2: Evaluating Your Behaviour

*"People are looking at how organizations are behaving in the transition. They are almost looking at organizations like human beings. How are [they] operating during this crisis? Is it a reaction? Is it with compassion? Is it with transparency?"*

- Chitra Anand

Evaluate your behaviors as a company.

How are you showing up for your customers?

Are you responding with transparency? With honesty? What kind of language are you using to reflect that?

## Exercise 9.3: Applying Chitra's Resilient Mindset

### Chitra's #Resiliencels:

*"The capacity to recover quickly from a difficult situation and having mental toughness."*

Chitra explains two sides of mental toughness.

1. **Mental perspective:** Being laser focused on what needs to be achieved.
2. **Professional perspective:** Being focused on the value you're trying to create for your customers and the outcomes you want to achieve.

Apply this mindset by asking yourself these questions:

What do you need to be laser focused on right now?

What value are you trying to bring your customers?

What are the specific outcomes you are looking to achieve?

# Content That Works with Taylor Loren



**Taylor Loren,**  
Director of Content Marketing,  
Later  
[Later.com](https://www.later.com)  
[@taylor.loren](https://twitter.com/taylor.loren)

## Exercise 10.1: Knowing your Target Market

*"Always remember to write as if you are talking to one person. That is why it's so important to truly know your target audience and know who your customers are. Once you have a sense of who that one person is, your voice will naturally follow." - Taylor Loren*

Take a moment to consider your customers:

Who are they, where are they, and what is important to them?

Describe them below and ask yourself, do I know enough about them to create meaningful content?

Consider how you communicate with your customers. Read through recent email campaigns, website messaging, social media posts, and any other ways that you interact with them. Describe your brand voice below.

Does our brand have a unified voice?

Does this voice resonate with our target audience?

Does our content sound like we are speaking to one person or multiple types of customer groups?

## Exercise 10.2: Leveraging your Social Channels

*“Right now with content you are sending out, it’s important to have empathy and [to] come from an empathetic lens. Now is a good time to be focused on content that retains your existing audience. Keep the followers you already have and keep your brand top of mind with them. Make your social channels a hub for your brand.” - Taylor Loren*

What kind of “hub” or feelings do you want to convey through your content during this time?

What could you be doing right now to retain your existing audience and stay top of mind?

Think back to your target market: on which social media platforms would you find them? Does this reflect where you are currently on social media?

What kinds of content are you creating on your social channels? If you aren’t creating any, what are some of the ways you can showcase your brand through content?

## Exercise 10.3: Personifying your Brand with Video

*"I do think this is the year for video and that comes in parts. Part of that is looking at how advanced our phones are. You don't need a camera now to create great video content. We started an IGTV series and the week before we started working from home. The first episode was filmed on a camera and then, for the rest of the episodes, I had to film at home by myself in my little apartment." - Taylor Loren*

Video is a good way to bring personality to your brand, connect with your customers, and engage with new followers. Depending on the challenge you're facing, you may not need a slick, produced video. Sometimes a video produced on your phone resonates the most with your audience because it's not pretentious; it's honest.

Consider how you could involve video in your marketing or social media channels.

What stories about your company could you showcase?

Who could be on camera?

What kind of content would bring to life your "why"?

### TIPS:

How to make your video stand out:

- Consider what your background looks like before you start filming
- If you are using your phone, film with the screen facing you - it'll feel more natural to see yourself
- Use a teleprompter app to help with the words
- Perfect your lighting with a ring light
- Edit your video on your phone using an app like InShot

## Taylor's #Resiliencels:

*"Being able to get out of bed every day, overcoming challenges, and being able to adapt and pivot and stay strong. Being able to recognize your vulnerabilities and being ok to sit with those. Seek out help when I need it."*

# Congratulations!

Congratulations, you did the work! Take a moment to acknowledge yourself here and how it feels. While this is ongoing work, you have added important building blocks for a new foundation going forward.

We hope that this resilience journey has brought clarity, new considerations, and a renewed sense of optimism to your business. It's an iterative process and FWE and our community of mentors, entrepreneurs, and champions are here for you every step of the way – while you may have done this part of the hard work alone, you are not alone!

Get connected:

- Sign up to our **Sharing Platform**: ask your questions, share your needs, and give back to another entrepreneur. Visit [wekhfwe.glideapp.io](https://wekhfwe.glideapp.io) to get connected.
- Dive deeper into your business with FWE's programs at [fwe.ca/programs](https://fwe.ca/programs)
- Stay connected with us on socials @fwecanada
- Reach out to us: send us an email at [info@fwe.ca](mailto:info@fwe.ca) or give us a call at 604.682.8115

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## The Scotiabank Women Initiative™

The Scotiabank Women Initiative™ is a comprehensive program helping women take their businesses to the next level through Access to Capital, Mentorship, and Education.

FWE and The Scotiabank Women Initiative™ have collaborated to bring Canadian entrepreneurs the podcast series, **The Go-To: For Entrepreneurs in the Know**. Now that you've listened to the special edition episodes, catch up on season one! Find The Go-To on Apple Podcasts, Spotify, and Google Play now!

To learn more about the program, go to [www.scotiabankwomeninitiative.com](http://www.scotiabankwomeninitiative.com).

## Women Entrepreneurship Knowledge Hub

The Women Entrepreneurship Knowledge Hub (WEKH) shares research and resources on women entrepreneurs in Canada.

Made up of 10 regional hubs, WEKH operates in both official languages and includes a network of over 250 organizations, reaching more than 100,000 women entrepreneurs.

WEKH is a part of the Government of Canada's Women Entrepreneurship Strategy that aims to increase women entrepreneurs' access to financing, talent, networks and expertise. Using a methodology developed by the Boston Consulting Group and the Cherie Blair Foundation (2019), it is estimated that closing the gender gap in entrepreneurship in Canada could add \$41-\$81 billion to Canada's GDP

Learn more about Women Entrepreneurship Knowledge Hub at [wekh.ca](http://wekh.ca)