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Positive Thinking: The Key to Navigating the Economic Storm

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Most business people are familiar with Henry Ford’s statement, “Whether you think you can or think you can’t, you’re right.” Research is beginning to support Mr. Ford’s folksy wisdom. Physicists have shown that thoughts can affect the trajectory of particles. Medical research has demonstrated potential benefits ranging from reduced heart disease to increased resilience during hardship. Positive thoughts can improve your health, and yes, they can improve your business.

In spite of the gloomy economic forecast, you can positively impact the health of your business by monitoring your thoughts. There are many reasons for this, ranging from quantum physics to general psychology. The most practical explanation, however, is that your thoughts determine your actions. For example, if you believe customers have money to spend but are being more selective about using it, you might increase your advertising budget to attract them to your business. On the other hand, if you believe no one has any disposable income right now, you might cut your advertising budget in order to save money. During the Great Depression, advertising had a significant impact on the success or demise of a company. Optimism led to business success.

Optimistic thinking does not mean ignoring reality. It means conditioning yourself to see opportunities instead of challenges. Most business people already think this way. Now it is essential to hone this trait. It is possible to thrive during challenging times. A positive attitude combined with ingenuity will help you succeed. Your employees will also be healthier and more productive if they maintain a positive perspective.

Here are some tips that will help you maintain a positive outlook regarding your business, foster hope among your staff, and identify new opportunities for success:

- * Expand or modify your services to address needs created by the current economic climate. For example, sign companies have increased sales of “for sale” and “foreclosure” signs. A woman in California started a company where people release stress by breaking plates. A landscaper modified his business to include easily beautifying lawns of abandoned homes.



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*Re-visit your company’s mission and vision statement. Is there a new strategy for accomplishing the same goals?

*Make changes in your company that will save money or increase your customer appeal. For example, consider converting to a paperless office. It will save money, create a more efficient office, and appeal to clients who desire eco-friendly businesses.

*Do something that will encourage customer loyalty. Have a customer appreciation day where you invite clients to the office or offer a small “freebie”.

*Promote good cheer among your staff by offering a stress reduction program.

*Post inspirational quotations throughout your business. Quote authors who write about business success, such as Stephen Covey, Napoleon Hill, or T. Harv Ecker.

*Send out good news announcements (e.g. new customers, births, fun hobbies, etc.) via company e-mail.

Positive thinking does more than make you feel better. It determines your actions, and your actions impact your outcome. Take steps toward a successful outcome by thinking positively. If you think you can, you can!

Be well.