

**FAULKNER:** I'm Crystal Faulkner with the CPA & Business Advisory firm of Cooney, Faulkner & Stevens. My guest today is Krissi Barr, president of Barr Corporate Success. Krissi, you go in and you help companies identify things they need to do to be more successful and then you actually stay there and help them get those things done. With so much changing today, what should companies be doing to plan for the future?

**BARR:** Three things. If you're a golfer, you'll remember the acronym "PAR".

Prioritize – focus on what matters most.

Adapt to change – see change as an opportunity. Innovate.

And the R, responsibility. Take ownership of the outcome. Make sure you get it done. Take action today.

Surfacing across all of that is: Make sure your team is aligned to what your priorities are. And make sure the team, if it's dysfunctional, builds a real strong foundation of trust, because you're going to need that trust in these times.

**FAULKNER:** Well, how can people keep positive when it seems like employees, employers, and even the country is experiencing such tough times? What's the secret of staying positive through all of this?

**BARR:** A lot of it is you. Focus on what matters most. Focus on the future. The power is in the future, it's not in the past. So think about: What's the core, what do I need to do?

A couple of basics: Take care of your own energy. Focus on: Are you exercising? Are you getting enough sleep? Do you have quiet time?

Tired people make mistakes, and right now is a time you can't afford to make mistakes.

Take care of your financial house. Make sure that you have enough finances and cash and flexibility to be able to take care of those things.

The biggest one out of all of it – pivot. So many of us focus on what we're afraid of. We go, "Gosh, I don't want to lose that customer," or "I don't want to lose my job."

You should pivot, and go, "I want to provide the best service for my customers so that they see I'm an ally in helping them get through this tough time." Or, "I'm going to be the best employee, and produce the best results for my company, so that my company comes out of this stronger than ever."

If you focus on what you *want*, versus what you *don't want*, you'll stay more positive.

**FAULKNER:** How can leaders and managers of companies help their employees stay motivated to do all those things you just mentioned?

**BARR:** That's a tough one. I mean, you see customer or employees surveys. People go, "Communicate, communicate, communicate." So I'm going to tell leaders *and* employees: communicate. *Over-*communicate if you have to.

Make sure people understand what your vision is, what you're doing, how the people in the company fit into those priorities, what are they doing to contribute to success, what are they doing to that helps your customers. Everybody – I don't care if you're in the accounting department or in sales – at one point or another is servicing the client, maintaining the client, or selling to the client. And they need to understand how they fit. That's the best way.

And also, don't judge as much, but *coach*. Coach employees. When they see that you really care about them, that you're committed to this – because it's a lot of hard work – they're going to trust you.

**FAULKNER:** Krissi, that's wonderful advice. Thank you so much.