



## Summary from Charmaine Hammond's panel presentation

The audacity of courage was the theme of the EBC retreat, and on the panel presentation, I spoke about how courage instead of comfort can advance profitability in your business. Here are several tips that I shared:

Moving from comfort to courage requires us to step up, stand out, speaking out and step into action and leadership. Here are a few tips that might help:

- 1) Collaborate. Not only is collaboration (with the right fit partners and brands) advance your business, it allows you to make a bigger impact, together. Collaboration provides you access to OPA (other people's audiences).
- 2) Have the Courage to say NO. We often hear the importance of having the courage to say yes, and just say yes. I agree with this in many cases however, saying yes to too much can take you off track, have you focussing on other people's projects more than your own, and, keep you busy instead of productive and profitable. Have the courage to say NO as well!
- 3) The Power of the Ask. Stepping out of comfort requires courage, as does asking for support, guidance and help. One thing I know for sure is that asking can lead to outcomes well beyond what you thought could be possible.
- 4) Courage to persist. As our business grows and as we lead projects and raise dreams, there are times we experience procrastination or being stalled or stuck. Have the courage to persist, follow up and step into My bonus tip was "When it's fun, it's more likely to get done!"

As you move from comfort to courage... you will likely experience times of discomfort Resist the urge to revert back to comfort and stick with courage.