

Small Business **MATTERS**

May 2020 Newsletter

FEATURED ARTICLE

What Kind of Crisis is This?

by Tim Fulton



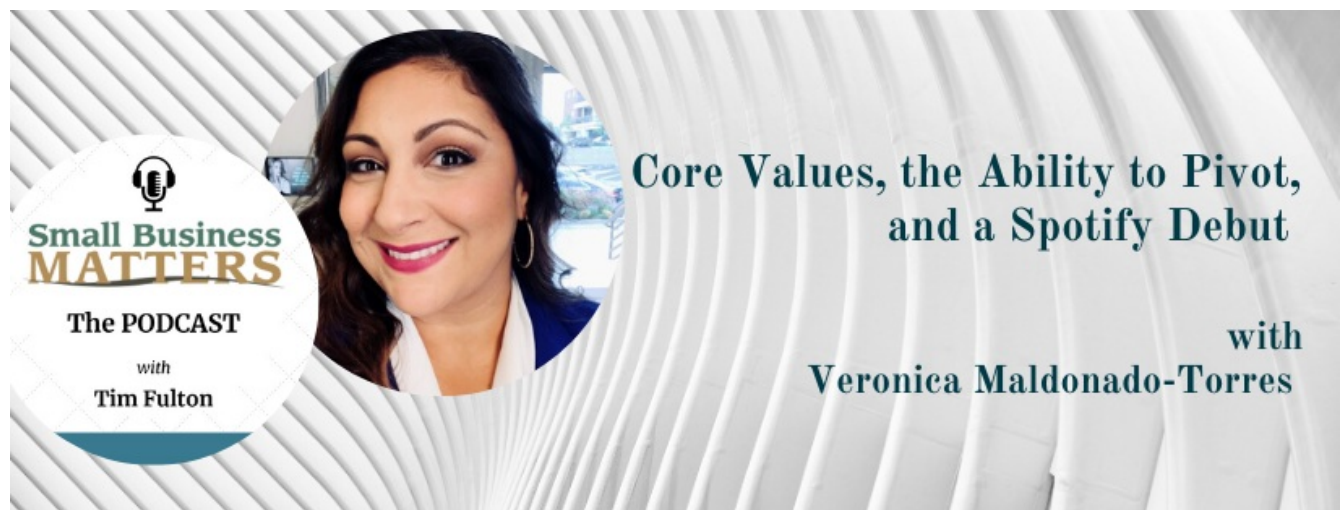
Imagine that you have just woken up after a three month nap to a whole new world...

- We are driving much less. There is considerably less traffic. And no school buses.
- Crime is at an all time low.
- The air is clearer and the water is cleaner.
- We are spending more quality time with family.
- We are eating out less and preparing more of our own meals.
- We are exercising more.
- We see more of our neighbors than ever before and we are waving at total strangers.
- We are working less.
- Fewer airplane trips and airport hassles.
- Reading more

- Reading more.
- The Gov't. pays companies to keep employees while paying bonuses to the unemployed.
- Less crowded prisons.
- There is more attention to healthy senior housing.
- Healthier diets with less meat.
- You have re-gained 10 hours a week of your time previously spent watching sports on TV.
- Gas is selling for \$1.39 a gallon
- Healthcare providers are now the biggest heroes in our lives.

What would you think?

SMALL BUSINESS MATTERS - THE PODCAST



As the Founder and CEO of VMT Consulting, Veronica Maldonado-Torres empowers leaders and businesses to thrive. A small business champion and supplier diversity advocate, Veronica is a catalyst of growth for both small businesses and large corporations, bringing thought-leadership and innovation to the supplier development space. Veronica excels at building strategic alliances and fostering win-win relationships between small businesses and corporate America.

For over a decade, she has successfully guided the development and growth of more than 150 firms across multiple industries ranging from \$1M-\$100M in annual revenue. In addition to a seasoned business strategy consultant, Veronica is also a well-respected trainer and speaker.

[**LISTEN TO PODCAST >>**](#)

BOOK OF THE MONTH

Trillion Dollar Coach

The Leadership Playbook of Silicon Valley's Bill Campbell

Bill Campbell helped build some of Silicon Valley's greatest companies including Google, Apple, and Intuit. A former college football player and coach, Campbell mentored great leaders such as Steve Jobs, Larry Page, and Eric Schmidt. When he

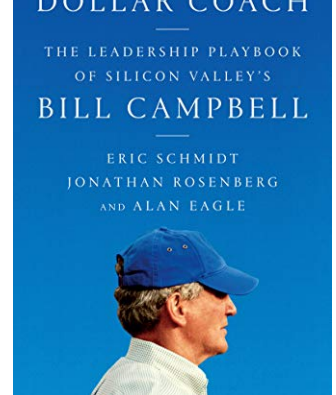
**TRILLION
DOLLAR COACH**

passed away in 2016, the "Coach" left behind a legacy of growing companies and successful leaders.

Based on the interviews with almost one hundred people who knew Bill Campbell, the authors of the book Eric Schmidt, Jonathan Rosenberg, and Alan Eagle explain the Coach's principles and provide the reader with a solid blueprint for creating higher-performing teams and companies.

The following represent a sampling of Bill Campbell's coaching beliefs:

- Define the 'First Principles' for the situation, the immutable truths that are the foundation for the company or product, and help guide the decision from those principles.
- Aberrant geniuses - high performing but difficult team members - should be tolerated and even protected, as long as their behavior isn't unethical or abusive and their value outweighs the toll their behavior takes on management, colleagues, and teams.
- Compensating people well demonstrates love and respect and ties them strongly to the goals of the company.
- If you have the right product for the right market at the right time, go as fast as you can.



[READ MORE >>](#)

SMALL BUSINESS MATTERS @LUNCH GOES VIRTUAL

Small Business MATTERS @LUNCH

Surviving Remote Work

Event proceeds will be donated to Nicholas House.

CHARLES RUSSELL

Please Join Us

Tuesday, May 27

As businesses across the world are struggling, millions of employees have instantly become remote workers. For the workers and for management, this presents a whole new set of challenges. Each individual's hard-wired strengths and abilities determine how easy or how difficult it will be for them to work remotely.

Chuck Russell and his company, Best Work DATA created the tools to help small businesses facilitate this transition and relieve the stress that inevitably comes with it. They help managers better understand how to manage this new style of workforce and

- Event proceeds will be donated to Nicholas House (nicholashouse.org) in support of their efforts to stabilize homeless families and keep them together during COVID-19.

[Register Now](#)

Invite Your Employees, Colleagues, and Friends to Join Us...
Virtually, That Is!

Thank you to our 2020 SBM@Lunch Sponsor:



UPCOMING WEBINAR



Small Business Development Center
at Georgia Southern University
UNIVERSITY OF GEORGIA

"Tuesdays at Two With the Expert":
Crisis Leadership With Tim Fulton,
CEO Small Business Matters

Small Business
MATTERS

Tune in
Tuesday, May 19th at 2PM

for an informational webinar on
managing a business in tough times
with Tim Fulton, CEO Small Business Matters

The Topic:

Understand the skills good leaders use to guide their teams in difficult situations.

The Expert:

Tim Fulton, CEO, Small Business Matters

Tim is a nationally-recognized small business coach, consultant, and advocate. He has been involved in the field of entrepreneurship for over three decades as a successful business owner, small business counselor, and adjunct university professor.

The Details:

You must register in advance for this no cost learning opportunity. Webinar instructions will be emailed to registered participants prior to the session.

**Questions must be submitted in advance by
Monday, May 18th at 2PM.**

[Register Now!](#)

[Submit Your Questions Here.](#)

A WORD TO THE WISE

Kevin Kelly, the founding editor of Wired, turned 68 and shared 68 bits of unsolicited advice. The list was lovely. Below are a few of his notes that resonated deeply.

Being enthusiastic is worth 25 IQ points.

Pros are just amateurs who know how to gracefully recover from their mistakes.

Don't be the best. Be the only.

Promptness is a sign of respect.

Trust me: There is no "them".

If you are not falling down occasionally, you are just coasting.



Before you are old, attend as many funerals as you can bear, and listen. Nobody talks about the departed's achievements. The only thing people will remember is what kind of person you were while you were achieving.

For every dollar you spend purchasing something substantial, expect to pay a dollar in repairs, maintenance, or disposal by the end of its life.

When someone is nasty, rude, hateful, or mean with you, pretend they have a disease. That makes it easier to have empathy toward them which can soften the conflict.

You really don't want to be famous. Read the biography of any famous person.

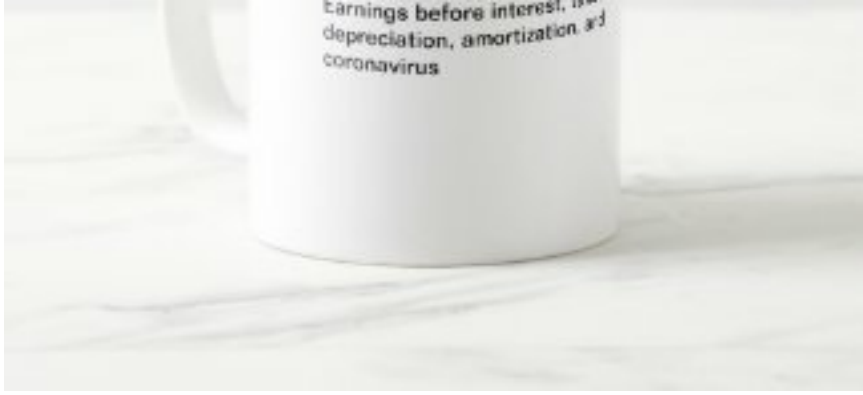
Experience is overrated. When hiring, hire for aptitude, train for skills. Most really amazing or great things are done by people doing them for the first time.

Over the long term, the future is decided by optimists. To be an optimist you don't have to ignore all the many problems we create; you just have to imagine improving our capacity to solve problems.

The universe is conspiring behind your back to make you a success. This will be much easier to do if you embrace this pronia.

A LITTLE HUMOR





Please let me know if I can help you in any way.

Remember, small business does MATTER.

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