

Advice from Peer Guidance and Friends

Jade Alberts: Founder of Peer Guidance

"Asking for help is not a sign of weakness". I want everyone to remember that today and in the future. We are a strong knit community and there are many people out there that will help, all you have to do is ask. Please remember you are not alone #strongertogether



**Mo Aladin –
Founder Big Sky
HR / Owner of
Montana's in
Alberta**

HR Advice

In this new environment Leaders have 5 key items to focus

on as it relates to their business and People. The Items are Support, Help, Asses, Return to Employment and Engage (SHARE). SUPPORT the people thru what the current environment will look like, are they going to be working from home?, will the business still be open? HELP in applying for CERB or EI, Job Share ideas, new tools needed for home, day care. ASSESS the sustainability of the business and the changing tide. What does the new workforce look like? RETURN to EMPLOYMENT, how does the subsidy from the government help, what is the timetable to the best of your knowledge? Finally, ENGAGE with teams to construct what the future may look as we get closer to reopening the doors.



**Koleyia Karringten
– CEO Founder
Absolute
Combustion**

Business Adaptation

Turn this obstacle into an opportunity. Whatever industry

you are in, you can adapt to the changing business landscape by looking at these three critical areas of your business.

1. Look at your cash flows and where you can make modifications. I know for many businesses were already operating pretty lean, but you would be amazed at how the small subscriptions and tiny payments can add up every month.
2. Take advantage of the government funding available, NRC-IRAP, BDC and banks all have opportunities for businesses to get additional funds at this time.
3. Take this time to streamline your business, were you taking advantage of technologies that could automate time-consuming business processes? Were you using social media and online tools to grow your sales funnel? Now is the time to take a look at how new technologies can support your business and save you cash flows long term.



**Dafne Canales Lees
– Founder Spartan
Spark Marketing
Marketing**

We've all been on the defence trying to save our businesses, trying to figure out what to do, and now

is the time to start your offence. What that means is being part of the conversation in a really empathetic way. It's no longer about B2B or B2C — it's human-to-human

marketing. Get your CEO out from behind her desk and get her speaking about what your company is doing; what's happening behind the scenes. Start telling your story. It's an amazing time to be online. It's all about being super empathetic about what's happening around you, with "experience sharing" and thought leadership to bring visibility to you and your company



Peter LaFontaine
Win Helix - Founder
Philanthropist
Social Good Doer
Time to think!

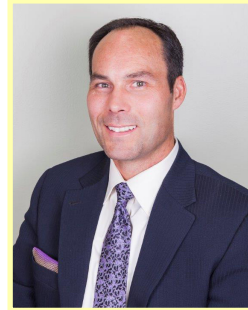
Communities have become more important than ever. If Covid 19 has shown us one

thing it is that we have become reliant on international goods and services including our basic needs: food, energy, health products and even control over our own money supply in Canada. Temporarily shutting down the economy has exposed just how reliant / dependant / addicted we are. For years we have watched, and participated in big store, big bank, big farm, big energy, off-shore manufacturing, big lives, big money and big government crushing local markets, entrepreneurs, services. Our healthcare system has been constructed to catch you when you have fallen to your weakened inflamed immune system and has catered to big pharma and a pill for everything. We have become tolerant of corrupt war lord leaders who steal from their own communities and evict or kill their own people. Covid 19 had nothing to do with this. Frankly, we've been on a pretty crazy ride for many years. It is time to re-think what we do going forward. Without suggesting I have all the answers, likely self contained family structured communities are a big part of our future. Social Enterprises, (Purpose,

Profitable Businesses) can be an important part of the model going forward.

Without a doubt human's are social creatures and living in isolation will not last at least for the crop of humans I know.

One way to battle covid is to become healthy and stay healthy. Become a healthier herd. Build communities that focused on mental and physical health, family, community work, self reliance and honest leadership.



Dean Kendall –
Author of Hidden
Investment Fees /
Founder Ideal Life
Experience
Financial

Many people are struggling with a significant financial issue in their

life, whether it is a cash flow issue, lay-offs, divorce, stock market or investment uncertainty, spouses disagreeing about money or other financial issues exacerbated by the Covid-19 crisis.

It may be time to hit the RESET button and focus on what you can control. In order to move forward confidently, you need a crystal clear vision of your desired future, focusing on the things that truly matter most to you, like health and family. It may be a time to reassess our material lives and focus on what is realistic and practical given the impact of oil prices on Calgary's economy, stock market volatility, and what is happening with the Covid-19 economy.

Asking for help is a sign of strength, because it will allow you and your family to move forward with confidence and clarity. Get good advice from multiple professionals before taking action to ensure that you have gotten a balanced view. ■

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*We listen, connect and
advise entrepreneurs.*

