

**RESOURCEFULNESS, PERSEVERANCE**  
**AND RESILIENCE**  
**BY DOING BUSINESS IN ENGLISH**



## Resourcefulness

**“It’s not resources but resourcefulness that ultimately makes the difference.” – Tony Robbins**

Resourcefulness means optimizing what you have to work with, this is not just about creating something new but also making old things work better. Commonly we talk about resourcefulness when times are tough, but it should not be reserved just for hard times, being resourceful in good times might actually hold off hard times. Resourcefulness depends on an ability to act effectively or imaginatively, particularly in difficult situations.

In business, sport, and most of society, when people identify potential leaders, one of the key characteristics they look for is resourcefulness. People want leaders who can quickly come up with creative ways to solve problems and overcome difficulties with whatever resources are available at that time.

**“It’s not about your resources, it’s about your resourcefulness.” – Tony Robbins**

In his book Coach Wooden’s Pyramid of Success, Coach Wooden defined resourcefulness:

**“Resourcefulness is using our wits, proper judgment and common sense to solve problems and meet challenges. It is using initiative in difficult situations and involves inventing, creating, imagining, synthesizing, evaluating, classifying, observing and analyzing solutions to overcome the trials that life throws at us. Resourcefulness is dreaming up ways to meet our goals.”**

Our ability to be resourceful is like a muscle, it has to be grown, actively used and trained. In an age of technology that is often designed to make people’s lives easier there is a risk our levels of resourcefulness decline.

**“Obstacles, of course, are developmentally necessary: they teach kids strategy, patience, critical thinking, resilience and resourcefulness.” – Naomi Wolf**

Resourceful people are many things but the following are often common characteristics - open minded, able to make and learn from mistakes, imaginative, positive, proactive, resilient and able to think critically.

**“Resourcefulness is the ultimate resource.” – Tony Robbins**



**What Resourceful People Do – Which are you doing?**

**They adapt and learn from other experiences that are both related and unrelated.**

**They apologize when responsible but don't apologize unnecessarily.**

**They are comfortable with not knowing and they know when to say 'I don't know'.**

**They are prepared to burn their ships (destroy their Plan B to force commitment to Plan A).**

**They ask for favors from friends and help from others.**

**They bend, but not break, the rules.**

**They continually grow and nurture their network.**

**They dare to ask for what they need.**

**They do not allow themselves to procrastinate.**

**They evaluate but do not judge.**

**They genuinely care about others and less about their ego.**

**They help others to help themselves.**

**They keep up to date on the latest technology and tools.**

**They know success takes time; many spend ten years becoming an overnight success.**

**They know when to say, 'I don't know'.**

**They make decisions even when there is ambiguity.**

**They read and educate themselves continually.**

**They work hard when it's necessary and to get ahead.**

**They work on and deliver multiple plans at the same time to maximize the probability of success.**



## Resourcefulness Tips

**Acknowledge and reward others who have gone the extra mile and achieved great goals.**

**Ask for help or simply ask yourself what would someone you admire do?**

**Be aware of your “unutilized” knowledge and skills.**

**Consider whether there is another more desirable result.**

**Continually build on your achievements, knowledge and skills.**

**Delegate effectively and organize ruthlessly.**

**Do not think you have to reinvent the wheel every time, look for a solution that someone else has already created.**

**Focus on optimizing performance and operations continually.**

**Ignore other people’s judgement and focus on their own goals, values and purpose.**

**Know and monitor the potential and value of your team and network.**

**Notice when you are approaching the point where change is needed rather than when it has passed.**

**Pace yourself and push yourself.**

**Reduce excesses and downtime.**

**Seek challenges to strengthen resourcefulness.**

**Test your limits, respect them and then push them.**



## Perseverance and Resilience

Perseverance and resilience are both important characteristics that help people overcome challenges and achieve their goals. Perseverance is the ability to persist and keep working towards a goal, whatever the obstacles or setbacks. Resilience, is the ability to effectively bounce back from adversity, successfully adapting to difficult situations. Perseverance focuses on pushing through difficulties whereas resilience focuses on bouncing back from them.

## Perseverance

**“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.” – Steve Jobs**

**“Perseverance is failing 19 times and succeeding the 20th.” – Julie Andrews**

**"I have not failed. I've just found 10,000 ways that won't work." - Thomas Edison**

Perseverance is the resolve to persist despite obstacles and difficulties. It is that intrinsic motivation that sustains your perseverance when all indications suggest it is time to abandon the endeavor. It is the determination to progress incrementally while the goal is not visible. For the majority, the conventional path to attaining success extends across several years, occasionally even decades. There are solitary instances when, despite your considerable efforts towards accomplishment, you appear to be stagnating with little to no progress. It is easy to become disheartened and question the purpose of persevering. It is essential to acknowledge that numerous individuals who have achieved success have faced adversities, obstacles, and setbacks at various stages of their lives. They persevered due to their resolve to effect change in their own lives and the lives of others.

When your will to keep going is dropping and your perseverance is being internally questioned, your subconscious asks you questions such as:

**‘There are major obstacles, would it be best to quit now?’**

**‘Can you really commit to this when the probability of success is low?’**

**‘You have not done this before, what makes you believe you can now?’**

**‘Others are quitting, what makes you different?’**

**‘Is it worth it?’**



When faced with these questions business owners need to remember how much they want to succeed, plus why and for whom, then be very clear on how hard they are prepared to work, resources they will commit and what they are prepared to go without.

Overnight successes are exceedingly rare, there are many 10 year overnight successes achieved through significant hard work, resources and concessions. Perseverance is facilitated by a clear mental vision of the business owner's desired destination and the route to get there. A documented and specific vision helps owners clarify and align both short and long-term objectives, targets and operations.

Successful perseverance helps business owners with the following:

- 'What does not kill you makes you stronger,' is a common belief, challenges and problems make owners stronger and strengthen their ability to overcome problems and achieve goals.
- Lessons learnt in the battles of business building create levels of confidence that cannot be gained from MBAs, reading or networking.
- Perseverance enables lessons that can be learnt from both failure and success, careful analysis of what has gone well, badly, could be done more, less and trialed next time works.
- Adversity that is overcome develops gratitude in the good times.
- Owners normally learn more from failure than success, therefore if learning is going to be maximized then owners need to persevere through challenges and bounce back with resilience.
- Perseverance identifies new ways, tools and knowledge for tackling challenges.
- Perseverance builds strength and confidence that will also help when resilience is needed.
- Visionary owners are created through learning what works and what doesn't, perseverance is required to gain this insight.

**"If you can't fly, then run. If you can't run, then walk. If you can't walk, then crawl, but by all means keep moving." – Martin Luther King Jr**



## Perseverance Tips

**“No great achievement is possible without persistent work.” – Bertrand Russell**

### **Build and develop a support network**

Owners need to surround themselves with a network of supporters including family, friends and colleagues who can be there when needed and they can support when they need it. Ask for help when you need it and help others when they need it.

### **Visualize success**

Owners must remind themselves how good success will feel, it will feel better if it is more difficult to achieve but will require perseverance. Most owners want an exciting life, like an action film in which perseverance plays a major role, there are not many great stories without problems and challenges that had to be overcome.

### **Procrastination**

Procrastination is a very dangerous behaviour, consideration and detailed planning is very effective but for some it can become procrastination. Most businesses operate in a constantly changing environment and normally there is some / a lot of information that is not known, so must operate with ambiguity. The first step is to identify procrastination, managing it is a topic in itself we hope to provide help on in another booklet.

### **Believe in and encourage yourself**

Negative self-talk is detrimental to growth and survival; it makes many give up when confronted with problems and challenges. Negativity leads to self-pity, undermines confidence and commitment. Many owners can forget their strengths and forget success takes time; time needs to be devoted to recognizing their potential and self-encouragement is key. Many owners forget to celebrate and recognize progress steps to success being achieved.

### **Respond rather than react to discouragement**

In business owners like encouragement but must expect discouragement, this can come from many directions, often from people who they expected to be supportive. Business is personal; therefore, discouragement is personal, and owners have to be careful not to react immediately. Instead, taking time to respond in a considered manner it is more effective, often the best advice is ‘count to 10’ or ‘bite your lip’. Many people have no grasp of running a business, but feel their opinion is of value, owners have to get used to this and learn to respond as reacting rarely achieves anything positive.



## Ways to Become Persistent

### Identify Goals and Motivations

**“If you don’t know where you are going, you will probably end up somewhere else.” – L. J. Peter**

Prior to cultivating tenacity and ultimately attaining success, it is essential for owners to first ascertain their wants or desires. They need to accomplish this by meticulously identifying and writing down all the objectives, goals and motivations.

#### Plan

Owners need to assume they will make mistakes and have setbacks, forward planning and preparation is effective, envisioning potential obstacles before they happen gives leaders an edge when problems actually happen.

#### Determine Your Motivation

Before developing tenacity and achieving success, it is crucial to identify your wants or desires. Achieve this by carefully listing all the goals and items you wish to attain. List all your ambitions and desires, irrespective of their present viability.

#### Maintaining a Positive Mental Attitude

The path to success is long and tough, which is why only a few people choose to try to follow it. Owners will encounter several instances of defeat and failure, and it is easy to succumb to negative ideas, anxieties, and doubts. Consistently retaining an optimistic mindset, irrespective of circumstances, maintaining concentration on actions that advance your objectives is the only choice for owners. Negative ideas and emotions need constant rejection, as they will undermine their focus and perseverance.

#### Make a Knowledge Circle

A Knowledge Circle consists of individuals who can assist an owner achieve their objectives. Owners need to select carefully those whom they can entrust as members of their knowledge circle. They should only include individuals capable of providing impartial assessments and come with a positive attitude. Owners should be careful not to include others who have negative mindsets, are highly risk adverse and/or do not have any relevant experience.



## Resilience

"Impossible is just a big word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is potential. Impossible is temporary. Impossible is nothing." - Muhammad Ali

"Our greatest glory is not in never falling, but in rising every time we fall." - Confucius

Initially, acknowledge that your challenges are legitimate, regardless of their nature. Owners should never be embarrassed by the sources of their stress, very few business owners have been prepared in the way other professions are.

**Do not think the problem will solve itself.**

Resilient owners proactively solve problems, often seeing them as opportunities, never expecting resolutions to be easy.

**Recognize your strengths and leverage them.**

Resilient owners are aware of and leverage their inherent strengths, knowing when to use them most effectively.

**Know when not to work alone**

Resilient individuals actively ask for help and support. Resilient individuals utilize others instead of refraining from relying on them.

**Identify a preferred method for mental recovery time.**

Owners have to find ways of recovering mentally from the pressures and expectations of business. Finding 1 or if possible several ways is invaluable, whether it is sport, music, reading, socializing or meditating, creating a range of options that can fit in with the life of an owner helps owners be the best they can be.

**See obstacle as a challenge**

They look at their failures and mistakes as lessons to be learned from, and as opportunities for growth. They don't view them as a negative reflection on their abilities or self-worth.



## How to Build Your Resilience - Resilience is more like a muscle

**“There is nothing impossible to him who will try.” – Alexander the Great**

Genuine resilience does not imply that one is never disheartened. Without experiencing tough challenges, owners cannot find and develop their resilience. Resilience does not mean concealing suffering and doubt, what is significant is not immediate emotions, but the ability to rise again.

### **Taking ownership of your own fate**

Resilient owners believe that they, rather than their environment or others, determine their outcomes. For some it is attractive to believe that success is down to luck, but great owners make their own luck and make the best of any luck. They focus their efforts on where they will have the most impact and do not spend time worrying about uncontrollable events.

### **Remember and connect with values**

Owners that have a moral compass, an internal framework of values, beliefs and ethics, often are more resilient. If these are combined with a sense of purpose and vision then the owner has a vision (where they are going), purpose (a why) and values (how to manage the journey).

### **Recharge through exercise**

Exercise can serve as a microcosm for life's broader challenges: owners establish short-term objectives that generate mental momentum to achieve significant long-term aspirations. Exercise can enhance mood and motivation, alleviating stress and fostering a more optimistic outlook.

### **Set attainable and realistic goals**

Setting too ambitious goals may lead owners to believe any shortcomings are due to their own inadequacies. Striving for excellence and setting ambitious goals is great, however owners must remain fair towards themselves.

### **Express feelings effectively**

Owners benefit from communicating their emotions to others they trust, prioritizing honesty and authenticity, rather than seeking approval, will lead to feelings of liberation. Most resilient qualities are only invoked when challenges emerge.



## **Business Development by Doing Business In English**

### **See the opportunity that comes with struggle**

Many owners choose to accept challenges of adversity and utilize it to enhance their growth and leadership skills. This helps them reveal and understand their authentic self, any owner can lead in the good times but only the great leaders can lead effectively in the times of struggle. Demonstrating resilience and robust leadership abilities also encourages others in their business to cultivate their own resilience.

### **Learn from failures**

Most great owners learn more from failure than successes, carefully assessing each error, setback, and challenge, they reveal lessons to learn and action to take.

### **Develop a growth mindset**

Psychologist Carol Dweck identified disparities in performance between people who believed their abilities were inherent and unchangeable, and those who perceived their abilities as changeable and capable of development. Individuals possessing a growth mentality exhibited markedly superior performance on tough and complex activities. Owners can benefit by reading 'Mindset: The New Psychology of Success by Carol S. Dweck' and her talks on YouTube.



## Exercises

### Reverse Thinking

This exercise encourages thinking creatively to create solutions by first approaching a problem from a very different perspective, by actually thinking in reverse. It helps if a whiteboard is available but alternatively several pieces of paper will work. The exercise can be completed individually or with others, working on a problem takes at least 15 minutes.

The problem or obstacle is written down, before starting brainstorming time must be taken to really understand whether the problem has been written accurately and without any assumptions. Einstein is believed to have said when presented with a problem he would spend 55 minutes studying the problem then 5 minutes creating a solution.

Then brainstorming can then commence but not on solving the problem, ideas should be created on how to make the problem worse (not better). After this brainstorming, time should be spent identifying how the negative ideas can be turned into positive actions then written down. Where possible try to identify at least 3+ positive ideas.

Be careful! The reverse of a good idea is not always a bad idea, and the reverse of a bad idea is not always a good idea, but this can help create new ideas.

### Getting Greatness from Great People

Many owners and leaders are not inspired by the people around them so do not ask them for help or insights into their problems. This means they believe they have nobody to ask, but they do actually, they just need some imagination.

Firstly, they should sit down, clear their head and then think of 3 great people they would like to ask for help. Then decide on which person to ask first, second and third. After which they tell the first person the issue and ask them for help (e.g. what would they do, how and why) imagine what they would say, writing down their answer and if beneficial, asking follow up questions. Then ask the second and third great person the same and write down their answer.

The answers are then reviewed to find trends of commonality, inspiration and motivation.



## Moving From a Fixed Mindset to a Growth Mindset

### 1 Your recent mindset

Think about your mindset when you had a recent setback.

- How did you feel?
- How did you react?
- What did you tell yourself at this time?

### 2 Did you have a fixed mindset?

Ask yourself whether at the time you said the following types of things to yourself.

- “I have messed up on this again, this is not my skillset.”
- “This is beyond me.”
- “I am never going to get the hang of this.”
- “This is just not me.”
- “I will have to pay someone to do this next time.”
- “I will have to change the whole process because I will never be able to do this task correctly.”

### 3 What was under your control?

The choices can be made.

- How did your mindset change during the issue at the time?
- Did you consciously choose your mindset? If so did you pick the best one?
- Did you adopt a fixed mindset? In hindsight what could you have thought instead that is more positive?
- How could you have re-framed the situation? E.g. when a staff member is off sick, instead of ‘we are in big trouble’ to ‘ok today we can see who steps up / lets experiment with prioritizing / what can we try doing differently?’
- When have similar situations lead to improvements?

### 4 Develop awareness of growth mindset alternatives and benefits

- How can you approach your work with a more positive growth mindset? (e.g. positive self talk every morning)
- How can you remind yourself there is an alternative to a fixed mindset? (e.g. message on your phone and computer screen saver)
- How can you accelerate moving from a fixed mindset to a growth mindset when under pressure? (e.g. remember to count to 10 when faced with a challenge and remember you have a choice)
- How can you practice moving to a growth mindset? (e.g. visualize problems and then talk yourself through how to change mindset)



## Hear your Pessimist and Engage with your Optimist

In this exercise imagine sitting in 2 different chairs, actually it works better if you actually try sitting in different chairs for each set of questions. The first chair symbolizes your pessimist and the second your optimist.

### 1 Hear your pessimist

Sit in the pessimistic mindset chair, ask your pessimistic self the following and push yourself to hear its negative answers, ask over the past week:

- What negative, uncomfortable or unpleasant emotions have you had? How long did they last? How did you manage them?
- What upset you? How did you feel? How did you get past it?
- What issues did you face in your business? How did you manage them?
- What other issues did you face? How important were they?
- What is one thing that made you disappointed in yourself? Why?

### 2 Engage with your optimist

Now, sit in the optimistic mindset chair, ask your optimistic self the following and push yourself to hear its positive answers, ask over the past week:

- What positive, inspiring and happy emotions have you had? How long did they last? How did you manage them?
- What made you happy? How did you feel? How did you get past it?
- What great things happened in your business? How did you manage them? How will you help them happen again?
- What great things happened outside work? How important were they?
- What progress did you see in how you are doing things? What did you do that made you proud of yourself? What will you do even better soon?

### 3 Assessment

Assess the following questions:

- How did it feel when you were in your pessimistic mindset? What were the important revelations?
- How did it feel when you were in your optimistic mindset? What were the important revelations?
- What surprised you by doing this? What did you learn?
- How can this help you?
- What specifically will you do differently or more at work this week?



**Being the owner and leader you really want to be**

**Getting inspiration from the behaviour and characteristics of people you admire.**

**1 Think of three people who admire you, they can be from the past or fiction.**

**2 Try to identify the specific behaviours and characteristics that inspire you, make 3 lists with at least 5 for each person.**

**3 Identify the 5 most inspiring characteristics and behaviours from the 15+ that you would like to show more often.**

**4 Then think how you can show them next week and how you can remind yourself to do so.**