

A Typical Recession Energetically

“There are four seasons for a reason”



Recessions are funny periods if you look at them energetically. Firstly there is the complete fear that drives the whole momentum of this phase – without fear recessions would never happen. Then there is the energy of withhold – everybody hangs on to everything they have in fear of there not being enough to go around anymore. Scarcity kicks in and abundance is thrown out the window. With everybody hanging on to their cash there is no money (which we refer to as ‘energy’) moving around the system; this in itself stops everything.

On the positive side, businesses are forced to re-evaluate, re-align their resources and re-jig their product lines. This creates a streamlining of things, creating efficiency of product and production. Many businesses change one or two things through this phase and this tweaking makes an amazing change to the

good products, good systems and good people and they continue to make profits and therefore continue to thrive. If your business has good products and good people you will continue to thrive. What you need to do is find the opportunities that present themselves in a recessionary market.

Stay well and stay focused; and don't agree with the fear – ask yourself through this phase “what bulbs do I want to plant today to look at when Spring comes?”

“The recession is nothing more than a cleansing period - it gets rid of all the unproductive processes, businesses and people, a bit like a detox. This provides a strong fresh foundation for new growth.”

productivity of their businesses. You could look back in years to come and say “thankfully we did that”; it could be a new sales initiative, a new training program for staff, a new distribution relationship, and/or a combination of these and other new ideas that creates the shift.

One of our coaches mentioned the other day that there were four food outlets in his home town. Two have gone bankrupt through the recession and closed their doors and the other two have people lined up down the street buying their product. During a recession the good businesses thrive, not survive, they have

The recession is nothing more than a cleansing period - it gets rid of all the unproductive processes, businesses and people, a bit like a detox. This provides a strong fresh foundation for new growth.

During this phase it is all about the determination to look for the thing that will drive growth in this phase.

There are four seasons for a reason: Winter brings about ‘death’ from one perspective and it brings about ‘new life’ from another perspective. Either way, winter is needed as it clears the decks for the new phase of growth.

At our next global conference, “The Opportunity is Now”, we will examine in depth the opportunities for companies during an economic downturn. How can companies thrive, and not just survive, as we face challenges together over the coming 18 months?

The Opportunity is Now

Shirlaws International Conference 2009

Gold Coast, Australia 4-6 March 2009
Hertfordshire, UK 25-26 March 2009
San Francisco, US 1-2 April 2009

[Save the date!](#)
We'd love to see you there.