

**Thought Leaders**  
BUSINESS LAB

**EPISODE 239**

# Transition From 2020 to 2021

**WITH KIRI-MAREE MOORE**

SAMANTHARILEY.GLOBAL

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SAMANTHA  
RILEY



## Looking back at 2020 as leaders



Kiri-Maree Moore considers 2020 as the year she worked harder than ever before as a business owner and a leader.

She had just come off a live event when the pandemic started to affect her business. Her team thought about bringing their services in-house and online so they would be one of the first to do virtual events really well.

She also had to give out a lot of herself. At the start, her tank was full. By the middle of the year, she was thinking of how to refuel. By the end of it, the tank was empty because she had to make sure that each of her multiple companies did well during the shifts that needed to happen during the year, and that her clients were also doing well.

She also had to restructure many things and could not procrastinate on certain things anymore. Many things needed to be prioritised all at once and she had no choice but to tackle the huge challenges that came her way.

The sudden loss of some loved ones also hit her hard. She could not be with her grieving family because of the lockdowns. How can you handle that and continue to give out for your business?

She also had Zoom fatigue.



For Sam, 2020 was also a fast-paced year. This was contrary to some people who considered it a year to slow down and a time to think. She was constantly making decisions, especially during the early months.

She found it exciting to realise how quickly she could think on her feet.

## Making quick decisions and pivoting businesses



During March-April 2020, Sam had a live event scheduled. She quickly realised people would not be able to attend.

However, this was before the lockdowns were announced so she was unsure if she should call each of her clients to cancel everything. She didn't want to let people down. On second thoughts, though, her clients would be disappointed at first but she needed to find a way to make them realise things were changing and they would need new ways of doing things.



Kiri-Maree had a slightly easier time in deciding to shift because she had a vulnerable person in her house. The last thing she wanted was for them to get COVID19.

She also wanted things to be comfortable for her clients. If she continued the event and the lockdowns would be imposed, then her clients would be stranded or would be unable to go back to their families.

Lastly, she wanted her business to be a model to her clients on how to pivot successfully during the pandemic.



## Things will not go back to “normal”

- ▽ When people say, “I wish things would go back to normal” they usually mean a time before the pandemic. But things will never go back to what it used to be.
- ▽ Sam shared that she had gone on a flight and she didn't like being in an enclosed space with people wearing masks, the long queues and the pre and post flight questions.
- ▽ Kiri-Maree is putting together a white paper on the “new approach to leadership.” This paper will show how she did things in the past, what variables will come into play in 2021, and how she will take what worked in 2020 and what she will leave behind to move forward.
- ▽ For her, people have to start asking different questions and look at things through different lenses. Isolation made people go back to being individuals. For 2021, they need to go back to a more collective or collaborative environment. People need to ask how they can join forces with others so together they can move forward.
- ▽ Amazing learnings from 2020
  - Isolation is never fun. It brings devastation into everyone's world.
  - Collaboration is brilliant. Everyone can bring their genius into a project, which leads to more impact.
  - Leaders need to be wiser in making decisions because these will affect you, your family and others across the globe.
  - You need to find new ways to do things. Some of your methods may not be the best. You may have been using it because that's the way things were always done. With the new normal, your method might not be cost-effective. For example, putting your business online means you can spend more time with your loved ones or free up your time to do other things you enjoy.
  - Just because it was the norm then, doesn't mean you should take it as the norm now.

## Take control despite uncertain paths

- ▽ Going down new paths may seem scary. However, if you have a core vision that you are certain about, it is the one thing that will not change whatever path you may take.

The pathway to get to that vision might need to shift a little. As long as the vision is strong then you are certain about where you want to head to in the future.

Having a strong vision is important because without it you can't create a pathway. The path will change but it doesn't matter because it's okay to take a different route to get to the end result.

- ▽ Taking other paths will mean that things will change. For example, your speeding capacity (the way you deliver your services) may change based on your ability or environment.
- ▽ There are certainty pieces that you can still control. For example, a more effective infrastructure can help you scale faster or people in your network you haven't collaborated with in a while.



## Pillars of core business visions



To help you create the pathway based on your vision, look at these areas:

- The pillars that will hold the vision up.
- The absolute touchpoints that your client will be willing to go along with you.



4 pillars

- Disruption - know the disrupting patterns of problems. These patterns can also show you where you are now to where you want to be. Find ways to close the gap from problem to solution.
- Innovation - are these solutions what your clients actually need? For example, Kiri-Maree is very good with strategies but when she started her business she had to think about what it is that would make people come into her business and she discovered collaboration.
- Collaboration - building partnerships through joint ventures, collaborative partnerships, or investing and equity partnerships
- Contribution



If you have a vision, think about how the first touchpoint will be. There are some things that people need, even if they don't know it like:

- More money a.k.a. growth,
- Freedom space to design what they need,
- Skills, e.g., show me how to do this so I can get 10 clients.



Build a core team. You may like big teams but build it around a core team. This will be a small group of people who will come on a journey with you. They can shift in the roles but they will help you achieve your vision.



What systems will help you get in place to get you to your next level and the level after that?

## Burnout and taking breaks



Since many leaders were doing everything for the clients and burnt out at the end of the year, this will become an issue moving into 2021.



Lifestyle shifts like not being able to travel can also drain people.



It's not just the leaders that were affected. With so many companies closing down, employees were uncertain about their future. Kiri-Maree had to keep reassuring her team that their company was financially sorted and had their back no matter what.



With so much stress, Kiri-Maree emphasised that whatever your role may be, it's okay to take a break to refuel yourself. Give yourself permission to take a break as individuals and as a collective (team). Encourage everyone to take time out so long as they don't affect the work of others within the team.

You may not have done it before, but it's important to do it now.

Do whatever break is right for you. For example, work hard from 5:00 am to 12:00 noon then hang out with your family afterwards or go down to the beach or go for walks then come back on again for another round of work.

As a leader, you need to be able to communicate the culture you want to create. What does refuelling mean for you and how can you make sure that you and your team get to have that?

Get excited about work too. For example, celebrate wins, create connections or intentionally reach out to teams and ask about their lives.

## Put boundaries in place

People were scrambling to keep up with 2020. Many were in a constant state of "fight or flight".

For 2021, it's important to set boundaries so you have the space to breathe, create and innovate. Stop and make sure you spend time to percolate on ideas, to be creative, to think about things, collaborate, and, most importantly, to take time out for yourself.

It's not just for you. Set boundaries for your clients and team as well. Schedule Zoom calls instead of jumping on a call right away to avoid Zoom fatigue.

## Curate spaces to refuel

Taking time out for yourself doesn't have to be alone time. It's all about finding the best way for you to refuel yourself. It can still mean going on vacation with your family for a week.

Sometimes refuelling can be done through collaboration. When you feel you don't have your mojo, jump into an inspiring conversation with a colleague or new connection.

For your team, use a leadership strategy meeting to allow people to be creative. Or, it can be as simple as ordering pizza and having a shared online pizza party.



## Challenges that will come up in 2021

- 2021 might be harder than 2020. Leaders need to be aware of it and get prepared.
- Economic gap.** The pandemic has widened the economic gap, which will create issues that cannot be cleared up overnight even if there's already a vaccine. There will be residual and ongoing consequences.
- Oversaturation.** There are many new coaches on the scene. How do you get above the noise? Be wiser. Be willing to step up and stand out more. Figure out your genius zone and shine in it and shine a light on it.
- Consistency.** For 2021, consistency will stand out above all else. It will show that you can keep moving forward or delivering on and showing up no matter what you face.

In a world that is very inconsistent and where change happens in a second, humans are wired to look for that place of safety. If someone is consistently showing up, we're drawn to that because it's a constant and almost a safety net.

- Community.** More than ever there is a need to have a non-judgmental community that has your back. We make mistakes, become frustrated, and have challenges and wins. The community will encourage you in good and bad times.

Celebrate even the smallest wins with your community. This will make you feel that you are doing well even though you sometimes feel that you're not. It will also keep you refuelled and make you feel like you've got this.

- Transparency.** With so much uncertainty, the best thing to do is to keep being transparent. It's okay to be vulnerable. This doesn't mean that you have to cry in front of people. You need to make people see what you're learning, why you're doing something, what that means, and how you take that lesson to move forward.

- Smaller shifts.** If you're the type who gets excited about taking big leaps, you need to stop and take smaller shifts so you're not leaving anyone behind. Some can jump and play at the big level immediately. But most of the time, big levels come from small shifts.

- Holding yourself back.** You don't have to worry about not having big fancy funnels, websites or the latest technology. Don't hold yourself back because you don't have those things yet.

Realise that not everyone is attracted to that anyway. There are people out there for you and you can connect with them just by sharing from where you are now. By holding yourself back, you will never get to that place.

Also, stop worrying about what others are thinking. Just stay in your lane. Do what you're meant to do and keep moving forward in that lane.

If you can do that then 2021 can be very doable.

Being unique is actually a bonus. To not look, sound or think like everyone else means you stand out from the noise.



## The biggest advantages for this year

- Go out there and do it.
- Break things down into smaller chunks and get those small things off your plate. Through this method, you will keep moving forward.
- It's important to make data-driven decisions. Look back at past patterns and use them to watch what's happening now. Your data could be from what you did in the last 24-48 hours. Constantly look at the data, tweak it, measure it and change it along the way.
- Lenses create new awareness. From that new awareness, you can gain different data and realise you have different ways to make your decisions.
- Don't get caught up on one idea. You have the vision but this year will go in a different way to what you first thought. And that's okay.

## Things we're excited about

- For Kiri-Maree, 2021 is all about collaborations. She has several collaborative projects that she will launch within the next months.

She's excited about how partnerships and bringing relationships together can lead to sustainable and long-term projects rather than quick fixes. Seeing the progress in her initiatives drives her to be more innovative.

But she's also excited about creating communities and going on unknown pathways.

- Samantha agrees that we should always make time for connection, conversations and collaborations in 2021. It's a chance to connect with different people and have different conversations.

She suggests allowing conversations to go wherever they need to go. Explore what collaboration could look like instead of putting rules around it.

- Their final words of advice for 2021 are: Always ask yourself different questions because that's how we all came through 2020.

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