RYE
RURAL YOUTH
ENTREPRENEURSHIP

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The Challenge

REBOOT
MODULE

"Man never made any material as resilient as the human spirit"

Bern Williams

Rebooting your business is going to require some tough decisions to be successful. Are you objective enough? Do you have the energy? Do you have support from family, friends and colleagues? Are you ready to lead your business turnaround? The critical success factors that must be in place for a successful outcome include:

1. Absolute Control.
2. Money, resources and time to work with.
3. The motivation of your team and employees.
4. A reason for the business to be in business e.g. competitive advantage.

Denial

Even the best leaders can be in denial—about staffing issues, about new competitors, about changing consumer behaviour. Almost 100 years old in 1985, Coke was the world's leading soft drink and a marketing force.

Drastic change certainly wasn't necessary, which is why so many Coke drinkers were perplexed when the company unveiled New Coke. How long did Henry Ford think he could keep selling black-only Model Ts? Denial is the unwillingness (sometimes wilful, sometimes unconscious and often semiconscious) to acknowledge and deal with reality. Sigmund Freud referred to denial as a combination of, "knowing with not knowing".

Convincing yourself that things are better than, or different from, what they really are is never prudent, and often disastrous. So the key is to be ruthlessly realistic with oneself.

Established firms, which by definition have enjoyed some measure of success, are more likely to deny new realities because the old ones worked well for them. Young enterprises are not similarly weighed down by the dead hand of history, but that does not mean that they are in any way immune to denial.

Moment of Truth

Has your business come to its moment of truth? Are you in such a financial crisis that you can't stall anymore?
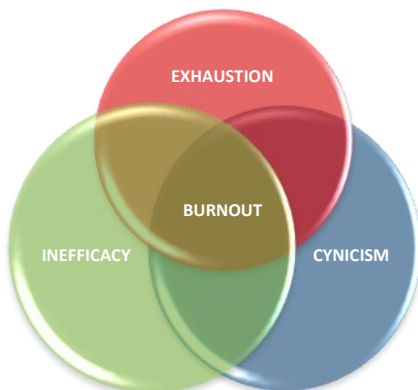
Can you put ego and denial behind you, face the facts and get going with this reboot? Then you must ask yourself one final question – are you suffering from burnout?

EXHAUSTION

BURNOUT

INEFFICACY

CYNICISM

Burnout

Burnout is a debilitating psychological condition of mental and/or physical exhaustion caused by excessive and prolonged stress. Ask yourself honestly, do you suffer from any of the following?

Symptom	Yes	No
Depleted energy and emotional exhaustion		
Lowered resistance to illness		
Increased depersonalisation in interpersonal relationships		
Increased dissatisfaction and pessimism		

Many people experience burnout at some point in their lives. Business owners are even more likely to fall prey to burnout because the buck stops with them. If you feel as if you're starting to burn out here are some things you can do to avoid it.

1. Take care of yourself— get enough sleep, eat right, exercise and de-stress on a regular basis.

2. Make the time to do nothing! We all need to take time to relax, refresh and replenish. Don't keep pushing yourself. Keep regular business hours and take breaks during your work day.

3. Get back in touch with the things you value. Is your work fulfilling and meaningful for you? What needs to be eliminated? What are you merely tolerating?

4. Establish realistic expectations for what you can accomplish. Shorten your to-do list, give yourself some slack when needed and know when to let up on yourself and others.

5. Learn how to communicate clearly. Resolve conflicts, don't run from them. Be clear and concise with what you say, and how you say it.

6. Manage your time.

7. Stop blaming yourself or others. 'The only man who never makes a mistake is the man who never does anything'. *(Theodore Roosevelt)*

8. Value yourself by establishing boundaries and limits. Learn how to say no.

9. Deal with your emotions. Acknowledge your feelings, be up front with them; and deal with the underlying causes.

10. Find ways to make your work fun and enjoyable.

11. Don't feel embarrassed to ask for help. Don't be afraid to friends or associates for help, or hire a professional when needed.