

### Subject Relevance

Entrepreneurs are often told about the importance of being resilient. But what does this mean & how do we foster and develop resilience skills?

Our desire to start and stick with any new business is related to our talent as well as energy and passion for what an organisation does. Entrepreneur & author, Phil Knight, was a keen athlete. He also researched and loved everything about running shoes. So much so, that when he found his favourite shoes, he travelled to Japan and arranged a batch import to the States. And in 1962 his humble shoe business started.

Over time, cash-flow problems, bank closures, hostile takeover bids and multi-million tax bills should have ended it all. But! Phil remained resilient. Today, we all know about Nike.

### In this Episode...

- Interview with a Mindfulness Expert
- What 'being resilient' means
- How a crisis impacts our minds
- Practical steps to build resilience



## Podcast – Content & Learning Outcomes

**By listening to this podcast**, people learn about the practicalities of resilience and hear from a Mindfulness expert, Martin Summerfield. Martin talks about the importance of having a 'steady place' and keeping things in balance especially in times of great uncertainty.

To provide perspective (in a crisis) Martin references Victor Frankl and James Stockdale as two people who developed deep levels of resilience and self-belief when living through extreme circumstances.

### Open and Adaptable

Two recommended resilience behaviours that Martin highlights are: being open and adaptable. External circumstances change in a crisis so individuals have to learn to change too.

As part of his interview, Martin shares insight into the workings of the mind. 'Our minds and bodies gear up for action' when fear and uncertainty is around he says. And 'chemicals are fired in our system' even though our minds are not necessarily able to cope with the chronic stresses, he continues.

Having a better understanding of how our mind works and being able to stand back and think strategically are both suggested by Martin. He also recommends four practical self-help steps:

### Four Practical Steps...

1. Slow down & build daily pauses
2. Greater involvement with others
3. Priority of self-care
4. Practice mindfulness

This episode also references texts by: Amy Edmondson, Mark Williams, Matthew Syed and Matthew Walker.

Finally, the book recommendation for this episode is 'Shoedog'. This honest and frank autobiography reveals the almost impossible circumstances that Phil Knight, the founder of Nike, encountered when seeking to grow his shoe business.

If you have any other queries, get in touch. Meantime, go well. Peter.

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