

## **Weathering the Storms in Club Management**

Any one who has spent many years in this industry could tell someone starting out that they will encounter some storms during their career. In fact in one form or another you have the possibility of dealing with many storms. If it was smooth sailing all the time anyone could do it. To enhance a successful career in club management it helps to have the attitude that a storm is just something to get ready for and deal with if you can't avoid them.

The storms can come in many forms. They can literally come from the weather, but they can also come in the form of an economic downturn, some tough political issues, dealing with tough people or even losing a job.

When Shelley MacDougall and I are coaching people for CMAA they are often talking to us when they are in the middle of the storm. Our job is to set them up to weather the storm and thrive on the other side of it. Here are some of our thoughts about getting to the point of thriving on the other side brilliantly and quicker.

### **Get Clear!**

Get clear on what the facts are. This means look at your situation from a distance for a few minutes to see what the storm is really like, what caused it, what the damage is and how you feel about it and even is it really a storm? Sometimes the storm can make you feel frustrated, angry, scared, tired or defeated. Now that you have had some time to think about it, it is time to start seeing the situation differently and move out of the storm.

What we notice is that some times people are reluctant to let go of their story about the storm. Getting your thinking on side is critical to getting to the fair weather side.

Our job is to help people to see the storm differently. Our job is to get people thinking in a way that two critical things show up, **energy** and **creativity**.

### **Energy!**

When we are constantly focused on doom and gloom it sucks! It sucks energy! When energy diminishes we have less to offer and we start to retract and as we do that, it is possible that we are adding to the length and severity of the storm. Our job as a leader is to create focus and release energy in the people we lead. This is hard to do when our energy is low or non existent.

### **Creativity!**

Without energy it is tough to be creative. With energy the creativity it takes to solve problems starts to show up. The creative people don't focus on ideas to survive the storm they create ways to thrive in it. In good times or in tough times the best leaders turn on their own creativity and bring it out in the people that work with them.

So if you feel like you are going through a storm know that your thinking will have a big impact on your results. Are you being a victim of it or are you going to take on the storm? Do you choose to see despair or possibility? When you talk about it are you looking forward to bleak results or extraordinary results? Do you understand the power of your words?

### **Get Support!**

When you are going through a storm there is a good chance you can survive it without support, but it is easier with support. Over the past five years we have learned that a lot of people are reluctant to ask for help because they don't want people to know they need it. This is like bobbing on the surface of a stormy ocean and as people throw you the life saver you decline the help because you have been trained to be independent. People who accomplish any level of greatness do it the support of many.

### **Learn from people who have been through the storm before!**

When you think of the storm you are experiencing there are probably many people you can talk to who have been through the storm before. They will have strategies and perspective to give you that can make a huge difference. We often talk about the power of building and calling upon a strong community.

Whether in your CMAA community, geographic community, ethnic community, spiritual community, your family or a community of friends you have the opportunity to build a safety net and an incredible mastermind or people to help you get to your desired results.

### **Batten Down the Hatches!**

This simply means take precautions to mitigate the damage of the storm. Don't sit idly trying to deny the storm. Look to the places where you might be vulnerable to be damaged by the storm and prepare. We often don't want to look at those places where we might be vulnerable but in a storm it can be helpful.

### **Employ Your Gifts!**

When we are coaching people our greatest success comes from helping people to recognize and utilize their gifts. Often people are oblivious to the brilliance they possess and they don't see their talents as gifts. In storms some people simply batten down the hatches and wait out the storm. If you are in a storm that is likely to last a few hours this might not be a bad strategy but in other storms the use of your talents can bring you out quicker. What is your gift? Are you a great communicator, a strategic planner, do you have a good sense of humor, are you brilliant at analyzing the financials or creating events that make people forget they are in a storm? Use your talents like never before!

### **Reach out to others who are battling their own Storm!**

Recognize that others are having challenges. Helping them get through theirs is a great way to build a relationship but the energy you get from it will help you in many ways.