PURPOSE, PLANNING, & PIVOTS

Thriving During Crisis and Uncertainty

PENSACOLA BAY AREA
IMPACT 100
Arts & Culture · Education · Environment · Family · Health & Wellness

PURPOSE, PLANNING, & PIVOTS

Thriving during crisis and uncertainty

GRIT:

Perseverance and passion for long-term goals.

Purpose.
Planning.
Pivots.

1. Purpose

Get clear and connect with your purpose.

Now is not the time to panic.
Now is the time to dig in.
Now is the time to take care.

Enthusiasm is common.

Endurance is rare.

– Angela Duckworth, Grit

Clarify your messaging and offerings.
Connect with people where they are.

ACTION STEP:

Clarify your personal purpose.
Clarify your organization's purpose.

2. Planning

Stick to the plan.

If you have a plan, stick to it.

When possible, batch plan.

Remember what you know for sure.

ACTION STEP:

Evaluate your plan.
Can you break it down further?
What can you simplify?

3. Pivots

Pivot quickly and strategically when necessary.

Now is the time to reimagine and carve new paths forward.

Anticipate what could be around the next corner.

Do what matters.
Forget the rest.

ACTION STEP:

Create your YES / NO list.

How will you take care of yourself and your people as you do this good work, during this trying time?

You can't pour water from an empty well.