

# Navigating an International Crisis...and Thriving

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As I predicted in my [2026 Team Building Trends](#) report, 2026 is unfolding as a year of unprecedented geopolitical tension and economic turbulence but...

...I certainly didn't foresee the unprovoked strikes on Iran

During times of uncertainty, understandably, inaction, may seem like the least risky course of action but...

..hitting the pause button and delaying decision-making and spending is bad for business and the economy.

I've navigated my company through four international crises: when the dot com bubble burst, when SARS hit Asia and Toronto simultaneously, the 2008 economic meltdown, and COVID-19.

These are terrifying times that can sap the confidence of even the most experienced leader.

**Remember, 9% of businesses flourish during recessions and other times of crisis.**

Credit Karma, WhatsApp, and Groupon launched during the 2008 economic meltdown...and thrived.

There are no pat solutions or magic answers but the key to success is taking the right action...**consistently**.

1. Identify your areas of strength and vulnerability.
2. Reach out to all current and past clients.
3. Diversify your client base and fill supply chain gaps.
4. Pull your team together and mine ideas.
5. Get extra creative with your marketing.
6. Manage your mindset.

I unpack each of these strategies on the next page.

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**Oasis = A Place of Calm and Growth in the Midst of Turbulence**

## Six Steps to Navigating an International Crisis

### 1 Identify your areas of strength and vulnerability.

A SWOT or SWOR analysis can be useful for that purpose.

### 2 Reach out to all current and past clients.

Identify their challenges and ask how you can help them. Ask them to share your information with anyone who might benefit from your services or products.

### 3 Diversify your client base and fill supply chain gaps.

Search for opportunities in your own backyard but don't overlook the global market.

*After the dotcom meltdown and 9/11, business in Asia kept my company afloat. When SARS hit Toronto and Asia simultaneously, my clients in The Middle East offset the decline in Canada.*

*After COVID-19, clients in Abu Dhabi were no longer willing to travel to Dubai so I had to find new suppliers to serve them.*

### 4 Pull your team together and mine ideas.

Your team has ideas for cost savings, new markets, and new uses of your products and services. So do your clients.

*I never thought of offering luxury corporate events or organizing President's Clubs for businesses. Those ideas came from my clients.*

*I never marketed writing or blogging services. Editors of six portals including **The Huffington Post** reached out to me after the 2008 economic meltdown and hired me as a blogger.*

A facilitator can help your team take an objective look at your challenges from a fresh perspective and generate solutions.

### 5 Get extra creative with your marketing.

Try something unexpected to stand out above the noise.

### 6 Manage your mindset.

Focus on one day at a time and what you can control. If you're really anxious make it a moment-to-moment focus.

Journaling, nature walks, and carving out time for a hobby, or new interest can help.

*When I was recovering from cancer in 2017, I did the exercises in *The Artist's Way* by Julia Cameron. They were transformative. I started writing again. I doubled down on writing sprints and workshops during the pandemic. Writing has helped keep my mind clear and gain insight into challenging situations.*

*So far I've written three novels, three TV scripts, and two screenplays. I have a fourth work-in-progress. **The Highland Gardener's Son: From Scotland to Jamaica**, inspired by an ancestor I uncovered through one of my hobbies...genealogy.*

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**I would be pleased to help your team navigate this time of economic turbulence and uncertainty**

**Set up a Zoom call to explore options: [go.oncehub.com/annethornleybrown](https://go.oncehub.com/annethornleybrown)**