



“Scary Times” Skills

Name:

Date:

Scary Times	Why Scary	New Learning	Lifetime Skills
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Discussion Ideas

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“Scary Times” Skills

Name: **Dan Sullivan**

Date: **March 2020**

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1 Fire destroyed main barn and large greenhouse on our family farm. No insurance. Farm lost to bankruptcy.	At nine years old, had nothing to suggest nor anything to contribute. My parents didn't share what they were going through.	Talk about scary times from the very first moment, and include everyone in the discussion of what works and what doesn't.	Made talking about positive and negative experiences a daily habit, both personally and in business.
2 Divorce and personal bankruptcy on the same day in 1978.	Felt that I had failed in my two biggest personal responsibilities up to that point in my life. Felt shocked and confused.	Recognized that both “failures” were due to my not telling myself what I wanted and expecting other people to know.	Committed to writing what I wanted in journal every day for 25 years. Completed at end of 2003, missing only 12 days.
3 Two entrepreneurial bankruptcies caused by late receivables (plus no savings).	Felt that I was being really stupid about business, especially after second bankruptcy.	Recognized that any kind of better entrepreneurial future had to be free of receivables.	Since 1984, I've operated both my one-on-one and workshop coaching businesses on the basis of no receivables.
4 1987, 2001, and 2008-09 financial crises, and 2003 SARS epidemic, all three had negative impact on business.	Noticed that coaching clients and prospects stopped spending, paying, and committing to their future.	As soon as crisis starts, shift strategy to helping others to regain clarity and confidence about their future.	No longer respond negatively to any kind of outside or inside crisis—follow The “Scary Times” Success Manual from day one.
5 Diagnosed with prostate cancer in July 2016. Had 5-hour successful operation on November 1.	My biggest worry was that I would not be able to coach my 10x workshops because of medical obstacles.	Get the best possible medical team. Schedule so that no coaching days are missed or threatened.	Used my cancer “event” to get into the best fitness and health shape of my life, based on great daily routines and habits.

Discussion Ideas

The decision to be an entrepreneur in the first place sets you up for a “normal” lifetime of circumstances that the vast majority of people would always consider “scary.”

The entrepreneurial confidence that you have right now is probably based 80% on how successfully you have transformed many previous “scary times” in the past.

The number one thing that all experienced entrepreneurs have available to “sell” is that they seem calm, focused, confident, and capable when many others aren't.



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