



**CC Robinson  
& Associates**

PARTNERS IN ENTREPRENEURIAL SYNERGY

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## First Friday for Entrepreneurs

Use the experiences and experiments of entrepreneurial colleagues to strengthen your business efforts and enhance your resiliency toolkit. Read on....

### Gathering of Great Minds

Opportunities to interact with and learn from like-minded entrepreneurs



#### Entrepreneur Community Roundtable

*Promotional Platforms: Social Media Plus*

September 17, 2020

7:00 – 8:30 pm

Zoom link: registration opens September 8 at

[www.ccrobinsonassociates.com](http://www.ccrobinsonassociates.com)

With restrictions in place, this fall is going to be a challenging time for entrepreneurs regarding sales and marketing. Roundtable discussions will center on using a variety of platforms - including social media, mass emails, direct contacts, neighborhood networks, content extensions, gift certificates – from the perspectives of colleagues who have “been there/done that” and are excited to share and engage in developing creative responses to new COVID challenges.

This session is a “not to miss” if you want to generate new ways to market your product or service. Participants who register early will receive a worksheet with a matrix which they can use during the discussion and, in turn, as a reference over the next four months.

Third Thursday Series is sponsored by CC Robinson & Associates, LLC. For more information, contact event coordinator Carol C. Robinson at [carol@ccrobinsonassociates.com](mailto:carol@ccrobinsonassociates.com) or 571-318-3733.



#### Lunch and Launch

*Maintaining the Effort*

September 25, 2020

12:00 noon - 1:00 pm

Zoom link: registration opens September 8 at

[www.ccrobinsonassociates.com](http://www.ccrobinsonassociates.com)

#### How do we keep momentum going for ourselves and our business?

You are invited to a virtual *lunch* with fellow entrepreneurs to reflect and celebrate on your efforts of the past month and *launch* new ideas or actions for the upcoming month. The focus is on YOU!

A general topic is offered to foster conversations and thinking. The topic for September is “Maintaining the Effort” - what have we been doing for the past months and what do we need to do to keep our energy, enthusiasm, and creativity at high levels. Jan Whiteley, business writing and words guru, has volunteered to lead the discussion.

The 4th Friday Series is sponsored by CC Robinson & Associates, LLC. For more information, contact event coordinator Carol C. Robinson ([carol@ccrobinsonassociates.com](mailto:carol@ccrobinsonassociates.com) or 571-318-3733).



## Appreciation

**Joanna Hoffschneider** for presenting at our August Entrepreneur Community Roundtable! Her insights prompted invaluable discussions to answer her question **Does your network know how to help you?** Attendees came away with a better understanding of how they can reframe their thinking regarding networking contacts as a vital support system. Contact Joanna for further conversations: [joanna@resoluteconsulting.co](mailto:joanna@resoluteconsulting.co)  
301 873 9481 [www.resoluteconsulting.co](http://www.resoluteconsulting.co)



## Appreciation

**Mary Ann Rozum** for attending two sessions on "Resiliency" in August and sharing inspirational stories of choosing positive resilient actions!

Additional thanks to Mary Ann, who has volunteered to lead the discussion on "Networking: Moments of Miracles" during Lunch and Launch on October 23. With her love of research, she will bring a wealth of thoughts to our lunch discussion!

## From Independent Entrepreneurs

During this intimidating Year of Pandemic, or this century's version "roaring 20s" in all the wrong ways, you shouldn't have to go it alone. What form of resiliency is spurring or bolstering your own resiliency?



**Natalie Critchley**

**"You must do the things you think you cannot do."**

— Eleanor Roosevelt

I love this quote!!! Over the last seven months we've all been challenged in so many ways. Schools closing, COVID, unemployment, the economy and all happening during an election year. No one would have dreamed up something this crazy for a movie script but here we are. I knew when the pandemic started that I would have to find the strength to keep my schedule, diet and exercise in check or I would be miserable. I didn't think I could be home working, not snack all day and workout 6 days a week but I made it happen. I didn't want to come out of the pandemic (whenever that happens:) gaining weight, feeling sluggish and unhappy. I decided I had to control what I could control and let the rest go. There is strength and power in doing what you think you couldn't do!



**Patty Maples**

We are not here to fight one another. We are not here to demean or belittle one another. We are here to light a new way forward. I can assure you of this: We are here to confidently, calmly, and assuredly walk forward—and walk forward together. We will walk past chaos and mayhem and into the light, which is where the vast majority of us want to stand. The vast majority of us were not out looting or robbing. The vast majority of us want to "be the difference." We are here to raise our voices and to usher in a new decade of decency, integrity, and goodness for all people of all skin colors, all genders, all religions, and all ages.

— Maria Shriver

### Three Reasons Why Being a Coach has Made Me More Resilient during COVID-19

I often think that being a Coach during the COVID-19 pandemic has given me a huge advantage—making me more resilient—in three distinct ways. First, coaching requires positive interaction with others. To be an effective Coach, you have to live a life that isn't focused on yourself and your circumstances. It forces you to be of service, to open your heart and mind to the unique challenges each of your clients are experiencing, and to strive to help each client consciously draw attention to the positive things about their situation. I'm also supported by other Coaches. I typically walk away from my virtual interactions with Coaches feeling uplifted and supported and am always blown away by the authentic care and compassion that is demonstrated. So, as I reflect on this, being of service and being served are essential tools I am using to be resilient.

Secondly, as typical of most Coaches who are constant learners, I decided to continue with my coach training during this pandemic period. Doing so has strengthened my resiliency. I am learning more about the value of using "learner" questions during coaching conversations—those empowering questions that turn our perspectives upside down such as, "What is useful here?" or "What are my available choices?" as opposed to "judger" questions like "What's wrong?" or "Who's to blame?" Using empowering learner questions with my clients has helped me focus on the positive during this difficult period, an essential ingredient to resiliency.

Thirdly, previous Coach training has reinforced the importance of taking care of myself so I can be my best self when I work with others. During this pandemic period, I quickly established daily habits of taking long walks, cooking and eating nutritious meals, and sticking with a flexible structure. Luckily, I live in a home that affords each family member ample space for us to pursue our creative projects without getting in each other's way.

While I am ready for this pandemic to be over, I think I am more grateful for the life I have, for my family and friends, and for the opportunity to serve as a Coach to others. I think gratitude will now give me the sustenance I need to remain patient and accepting of whatever circumstances I encounter in the near future. Stay grateful and well, everyone!



Jan Whiteley

Respect in the Now  
You are everything you've dreamed  
Dream richly -- dream more!  
-- Jan Whiteley

#### Respect in the Now

Recently, I decided that resilience meant two things to me -- "keep moving forward regardless of obstacles" and "bounce back from every blow."

However, I needed strong mental images to stay on track. What could give me enough energy and focus to do that in the **present moment?** After all, now is the only time that we fully exist.

I was inspired to study respect -- and found that it had a greater power than I'd ever imagined. What did I realize?

First, respect has two complementary faces. Oxford dictionary sums them up nicely: 1. "a feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements." 2. "due regard for the feelings, wishes, rights, or traditions of others."

Second, we must respect ourselves before we can respect others. This statement isn't a cliché -- self-respect lays a foundation that allows us to truly assist others. Celebrating **any** talent, skill, or achievement can help keep us moving in tough times. But we can also apply the second definition. How can we honor our **own** feelings and wishes in a balanced and moderate way? This can pave the way to self-compassion and self-forgiveness.

Third, it's always possible to find **something** to respect in another -- whether it's a person, animal, object, or place. Simply looking for something to praise can shift my attention to the positive -- the place where I can build most constructively.

## Upcoming Events for Your Calendar

### Gathering of Great Minds

Upcoming events with entrepreneurial colleagues  
Entrepreneur Community Roundtable  
October 15, 2020  
Kari Uman: "Becoming Woke"



### Lunch & Launch

October 23: Networking: Moments of Magic

## Community Opportunities

- Loudoun Women Entrepreneurs

September 9: Review of the Tuning Protocol for small group interactions

2nd Wednesdays, 10:30 - 11:30 am

For more information or to register for Zoom meetings, email **Patty Maples**.

- Coffee with Coaches

Sponsored by the Dulles Regional Chamber of Commerce, free hour-long sessions with local coaches whose topics focus on business and professional development. Conducted on Wednesdays and Fridays, 10 - 11:00 by Zoom. Visit the Event Calendar on the Chamber website.

### Resource Development Credits

Members of the International Coaching Federation who need Resource Development continuing education credit hours may receive up to 2 hours of resource development credits per session of "Gathering of Great Minds." A certificate of attendance will be provided upon request by CC Robinson & Associates, LLC. For more information, email **Carol C. Robinson**, PCC.

### *The story of the tortoise and the... hippo!*

Not many years ago, when I was mentoring a young scholar, he introduced me to a book about Owen and Mzee. Following a terrible tsunami in 2004, baby hippo Owen lost his family. Rescuers took him to the Haller Park rescue center in Kenya, although there were no other hippos at the center. Owen looked and looked, finally finding Mzee ("wise old man"), a giant tortoise whose oval-shaped brown shell may very well have reminded Owen of his family. It took a while, but the two bonded and stayed together for quite a while (until Owen got too big, actually). It is a beautiful story of friendship and resiliency worth reading for the inner child in all of us - and a gift for self during this year of challenges and pivoting.



Your Partner in Entrepreneurial Synergy -

*Carol C. Robinson*

*Join CC Robinson & Associates!*



Looking for support, clarity, and a "board of advisers" to further you and your business? Ready to be challenged? To be a thought leader with community involvement? Why not now!?!

**Click here** to learn more about becoming an Associate with CC Robinson & Associates.

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