



MESA Monthly Member Meeting (4M)

Tuesday 26th September

Resilience and mentality to get through tough times

Thank you for attending the September MESA Monthly Member Meeting (4M) recently. Thank you to Jelmer van Ast, Founder & CEO of Conference Compass, MESA Patron Member, for moderating.

Our session included 5 valuable snippets in 5 minutes "My 5 top tips for harnessing proactive empathy" from Maja Mistic, Head of Sales at Limos4, MESA Member.

1. **Predictive Insight:** Harness the power of hindsight to forecast the future
2. **Customized Value Packages:** Offering a solution isn't enough; it needs to fit the client. By providing diverse solutions with varied pricing, we ensure a perfect match for every need
3. **Embracing the No's:** Not every answer will be 'yes,' but each 'no' brings a lesson, a pivot, and a renewed approach. Cultivate resilience to turn setbacks into setups
4. **Step into Their Shoes:** Beyond just understanding client needs, we must truly empathize with their world. By diving deep into their industry's ebbs and flows, we position ourselves as indispensable allies
5. **Data: Your Relationship Builder:** More than just numbers, data offers a narrative. By carefully curating and interpreting client data, we gain the insights needed to nurture and fortify our relationships

Main topic: Resilience and mentality to get through tough times. Some of the **key outcomes** were:

- It's about **energy**: You can try and never accept things you don't like but you can get to a very dark place – It's all about finding the **right balance**
- **Be open and in harmony, and adapt to things**
- 5 stages of grief: denial, anger, bargaining, depression, and acceptance – similar process for dealing with certain situations that you need to go through rapidly for resilience – **accept as quickly as possible** and move on
- **Look at the options** – for why the problem may be more positive
- Rejection **doesn't mean you are not good enough** – take the 'NO' as – it's not right now (not forever!)
- **Look at the data and numbers** and trust in this – e.g., do % number of calls and proposals to lead to a sale
- Get away from the victim role and **stay positive and celebrate successes**
- **Be patient** – remember the phrase "This too shall pass"
- False cost fallacy (sunk cost fallacy) and committing to decisions that may no longer be in our best interests in the long run. **Although it hurts, it might be good in the long term**

Rely on your support networks

- **Having a strong support group is key** – you can work on your own a lot now and not in the same office etc and need to rely on technology for social/business
- **You all need someone to empathise with** – find those who will respond quickly and who you can rely on
- You can pretend everything is ok, but you can feel you are drifting away from your own personality – **discuss within your own industry network** – they may be able to help or be in a similar situation
- Realise you can **rely on your support network** and trust it – you can be open
- There is no training for dealing with some things e.g. A CEO University – **trust others and your support network**

Feedback can be good

- How would you like to give feedback – and how would you like to receive it? **Be conscious of when you are saying 'no'** and how – have empathy and give them a reason to help them
- **If you want to be resilient – ask for feedback**
- Some of the feedback you get can be **good for future knowledge** and a different approach to similar situations
- You can ask for an **external sales trainer for feedback**: e.g., <https://www.linkedin.com/in/jeremymcdowell/> or <https://www.absolute.sandler.com>
- You may have to step into roles you are not used to – you need to **learn from 'mistakes'** – move through it
- Sometimes you must look in the mirror and have a hard conversation with yourself – e.g. Did I do the brief right? Did I listen enough? **All feedback can make you stronger**

Be kind to yourself

- **Don't** bring yourself down
- If we are not **physically or mentally healthy**, we will take rejection and problems harder – take breaks
- Kindness and compassion start within yourself - **Create your own 'toolkit'** of ways to be resilient e.g., meditation, drawing, podcasts etc
- **"Be careful of a naked man offering you a shirt"** - you can't give what you don't have. If you can't learn to respect and accept yourself, you can't give that to others

Resilience MESA 202309

1. When you are faced with a crisis or problem, how do you typically keep your resilience to move through it? (Tick One) (Single Choice) *

Try to work everything out on my own 33%

Open up, discuss and share with my support network and colleagues to find the best way through 63%

Avoid the situation and know things will pass eventually 4%

Your answer: Open up, discuss and share with my support network and colleagues to find the best way through

Top 10 Keys to Resilience

1. Trust your **support network** – stay open and have conversations
2. **Ask for feedback** – it can be good for future situations
3. **Reframe the negatives** – it wasn't right for you etc
4. Understand that **you don't always have all the answers**
5. **Accept things and adapt** as quickly as possible
6. Things can and do change – learn to have **flexibility and patience**
7. Learn **to deal with setbacks** and accepting when to change course
8. **Learn from any failures** – it can only lead to future success
9. **Keep positive** – and of yourself
10. **Take care of yourself** with sleep, exercise, and ways to relax

Jelmer van Ast – August 2022 – [MESA 4M – 5 snippets in 5 minutes](#) - “5 key steps to creating a supportive and empowering environment in your business, personal and family life” – [You can download here from the Community Platform](#)

Please [complete our short post survey](#) to let us know what you thought about the event!

Additional Information

[Myers & Briggs - 16 Personalities Test](#)

[Psychcentral – 10 Tips to Build Resilience](#)

[Mind – Managing stress and building resilience](#)

[Fraser Health – How to stay resilient in times of uncertainty](#)

[Yale Medicine – How to be more resilient – 8 Strategies for difficult times](#)

[Mind Tools - Developing resilience](#)

Thank you to our speakers / panellists:

Moderator – [Jelmer van Ast](#), Founder & CEO of [Conference Compass](#), MESA Patron Member

Our panellists:

[Sam McNeill](#), General Manager (UK/Europe) of

[Nienke van der Malen](#), CEO & Founder of [Conferli](#), MESA Member

[Sébastien Braun](#), CEO & Founder of [idloom](#), MESA Patron Member

[Tamsin Treasure-Jones](#), Co-Founder, [Kubify](#), MESA Member



NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS
(4M's) 1400 GMT / 1500 CET:

24th October

Roadmapping for Product Development

We look forward to seeing you there!

[MESA Events page](#)

MESA MONTHLY MEMBER MEETINGS
(4M's)

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

[Please connect to our LinkedIn page](#) Thank you, MESA MEMBERS!