

6 Points of Light

By: Cal Wirch of Fibrenew Burnaby

1. I pray daily for this whole pandemic thing to be over and for a return to business as usual. Next week I head back out into the field and daily I will load the van with everything I need to handle any opportunity that comes along. That is FibreFaith.

2. My customers are anxious but will understand my new safety procedures required now for this pandemic. They will greet me with a smile, invite me into their homes, offer me water and thank me when I leave. That is FibreTrust.

3. Every night I will go to bed without any assurance of being healthy in the morning but still I will set my alarm to wake up early to enjoy a new day. That is FibreHope.

4. I have big plans for 2020 that I work on every day in spite of zero knowledge of how this thing is going to go in future. That is FibreConfidence.

5. This pandemic has hit me hard financially and I wonder how I will make ends meet yet I still dig deep into my pocket to donate to the local foodbank and other charities that need it now more than me. That is FibreCares.

6. I am not anxious and idling but am preparing for more business and more money than I can possibly handle when this is all over. That is FibreAttitude.

As Michael Wilson pointed out in a recent podcast, this is a paradigm shift. This will require new ways of doing things for me, new products, new services, new marketing approaches and new safety measures but I will have a new entrepreneurial spirit and new tools and programs that will put me in the best position for success in the new normal. ***That is FibreNew.***