

LESSONS IN RESILIENCE

A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.

The unpredictable past few years have shown us there's nothing more valuable than resilience. August 1 is Terry Fox Day in Manitoba. A hero at home and around the world for his 1980 Marathon of Hope, there's no one better for us to model.

Take a few minutes to read up on resilience and adaptation as we remember a Winnipeg-born legend. These curated articles will help strengthen you and your business while the economy trends down.



Downturn Brand Evolution

Hoping for the best isn't a recession strategy. Neither is massive spending. So what is a brand to do? Learn how to evolve your brand with these insights.

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Recession Marketing

Protecting your business in a recession can make anyone nervous, and the end can seem so very far. Value is a key word that will get you through. Check out these key tips.

[Read more](#)



Resilience for Tough Times

Hardships are bound to strike some of us in times like ours. These tips from the world-renowned Mayo Clinic can help you and your team get through your challenges personal and professional.

[Read more](#)



Investing in Falling Markets

As prices fall, we all want to be good stewards of our business's investments. Check out these rules for bear market investing from billionaire Warren Buffet, one of the world's most successful investors. Hint: Patience is everything.

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