

A Road Map for Resurgence

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The end of the year is typically a time to for EIX and familybusiness.org to showcase their best-read articles from the past year in several broad themes: evaluating opportunities, financing, leadership and outlasting the competition.

But this past year, when our best-read articles focused on surviving an unprecedented public health crisis that shuttered many businesses, was different. With a vaccine on the way, we feel the best advice for the coming year is to focus on what comes next. These articles can inform your game plan.

How to Care for Your Team During a Crisis

(<https://eiexchange.com/content/how-to-care-for-your-team-during-a-crisis?search=Crisis>)

While we see the light at the end of the tunnel, you still need a dedicated team to pull you through it. This best-read article from the past year is worth revisiting.

Resilience to Resurgence: How to Grow Your Way Out of the Crisis

(<https://familybusiness.org/content/resilience-to-resurgence-how-to-grow-your-way-out-of-the-crisis>)

We've known for some time it pays to be resilient during a crisis, but is this enough? Here's how entrepreneurs and managers can build on the resilience forged in the pandemic to achieve resurgent growth when it ends.

What Family Businesses Should be Doing Now

(<https://familybusiness.org/content/what-family-businesses-should-be-doing-now>)

Winston Churchill once said, "Never let a good crisis go to waste." This advice, collected from family business

experts around the world, shows all kinds of firms how to re-emerge stronger and healthier when the sun shines again.

Women: Regain Your Professional Footing

(<https://eiexchange.com/content/women-regain-your-professional-footing?search=resilience>)

The pandemic has been harder on women, who are shouldering a disproportionate amount of family and home duties. As the crisis eases, it's time to re-establish some boundaries, say these European consultants.

Say Goodbye to Handshakes and Hugs

(<https://eiexchange.com/content/say-goodbye-to-handshakes-and-hugs>)

You may be going to an office again soon, but things will not return to normal in terms of human contact. Here's what we can learn from the more standoffish cultures, from a professor who has studied them.

How to Keep Your Favorite Business from Going Under

(<https://eiexchange.com/content/How-to-keep-your-favorite-business-from-going-under>)

As an entrepreneur or family business owner yourself, you can empathize with the local restaurant or hardware store that's struggling to make it during the next few months. Here's how you can help.

Everyday Gratitude in Times of Uncertainty

(<https://familybusiness.org/content/everyday-gratitude-in-times-of-uncertainty>)

Beyond being a powerful way to connect with others, gratitude is also a powerful leadership strategy, and it



can help us get through the waning months of these dark times.

How Values-Based Communication Can Promote Racial Justice and Equality

(<https://familybusiness.org/content/how-values-based-communication-can-promote-racial-justice-and-eq>)

The pandemic's economic hardship has hit disadvantaged communities the worst, and exposed racial and social injustices. Entrepreneurs and family firms can help address this, but words are not enough...their commitment must be authentic and backed by action.

Eric Yuan's Leadership Lessons for Building Lasting Enterprise Value

(<https://eiexchange.com/content/eric-yuan-s-leadership-lessons-for-building-lasting-enterprise-value?search=leadership>)

Everybody discovered Zoom over the past year as a way to work, learn and keep in touch with friends and loved ones when the pandemic kept us home. We can learn much from how founder Eric Yuan built his business, which positioned Zoom to grow exponentially when lightning struck last Spring.

How New Industries Could Grow out of the Fight Against Covid-19

(<https://eiexchange.com/content/how-new-industries-could-grow-out-of-the-fight-against-covid-19?search=moeen>)

Research has shown that in response to national security, public health and social issues, public-private partnerships may define grand challenges that can actually serve as "triggers" for the emergence of new industries.