The five-step reset for the week a setback hits

Contain the worry, check the true size, separate the event from the story, take one useful action a day, and tell your team the facts.

1 Contain it

Give the setback one fixed slot: twenty minutes, twice a day, to think about it, write about it or talk it through. Outside those slots, when it comes back, write one line in a notebook and go back to work.

2 Check the true size

Ask three plain questions. What exactly did we lose? How long can we cover it? What still works? Check the answers in Systex, so the facts sit in one place.

3 Separate the event from the story

Write both down, side by side, and cross out the story. Jonas's event was one contract ending after a change of manager. The story was "my company is falling apart."

4 One useful action a day

Not a big plan. One step you can finish by evening. Jonas: day one, he fixed the complaint process. Day two, a list of twenty nearby office buildings. Day three, he sent the first five messages.

5 Tell the team the facts

A ten-minute meeting: here's what happened, here's what we're doing and here's what I need from you. Jonas's rumours stopped, and two supervisors brought him leads.

Jonas's example · Commercial cleaning · Leipzig

Locked figures from the video

Setting	Commercial cleaning company in Leipzig
Team	Fourteen cleaners
Lost contract	About $11,000 a month, close to a third of his sales
Notice	Thirty days
First reaction	Three days replaying the meeting and checking the bank app
Worry slots	Twenty minutes, twice a day
Cash cover for the gap	About four months
Other clients still happy	Twenty-two
Day-two list	Twenty nearby office buildings
Day-three messages	The first five
Team meeting	Ten minutes
New contracts, in about four months	Three, worth about $12,000 a month together
Complaint replies	About two days → the same day
No big decisions in	The first forty-eight hours
Tracked in	Systex

Example figures. General education, not financial, legal or medical advice. Results vary.

Train toughness before the next one

Score the four Cs, practise small frustrations, name the fear, face it step by step, and feel the emotion without acting it out.

1 Score the four Cs

Rate yourself from one to ten on control (how calm you stay), commitment (whether you finish what you start), challenge (whether you see problems as a chance to learn) and confidence (whether you believe you can handle it). Re-score every quarter.

2 Practise small frustrations

When something minor goes wrong, pause for ten seconds, name the feeling and ask, "What's the next useful step?" Small frustrations become practice, not ruined days.

3 Name the fear

Write down exactly what scares you. Efua wrote: "They'll say no." "I'll look unprofessional." "I won't know the price." On paper, two of the three she could fix with preparation.

4 A step-by-step exposure plan

Do not start with the scariest thing. Efua sent samples to a friend's small guesthouse, then a café chain manager, then a mid-size office, then two hotels.

5 Feel it, but don't act it out

When a hotel buyer said no, Efua felt the sting. She did not argue, sulk or drop her price on the spot. She thanked them, asked what would make it a yes next time, and wrote it down.

Efua's example · Bakery and café · Accra

Locked figures from the video

Setting	Bakery and café in Accra
Team	Nine staff
Stuck for	A year, about pitching to hotels and offices
Lowest of the four Cs	Control and confidence
Pause on small frustrations	Ten seconds
Exposure steps	Guesthouse, café chain manager, mid-size office, then two hotels
After about five months	Control and confidence rose from 4 to 7
New buyers	Two hotels and one office, about $1,900 a month together
New habit	Pitches one new buyer every month
Re-score	Every quarter

Your plan for this week

- ○ Score yourself from 1 to 10 on control, commitment, challenge and confidence. Pick the lowest.
- ○ Write down one fear that is holding your business back, and list four steps, from easy to hard, to face it.
- ○ Write your reset routine on one card: worry slots, the three questions, and one action a day. Keep it where you will see it.
- ○ Put this week's scores and your reset card into Systex.

These are examples, not promises. If stress is affecting your health, talk to a professional.

Example figures. General education, not financial, legal or medical advice. Results vary.