



A collaboration between the Springboard Road Show Foundation, Mastercard Foundation and Solidaridad

## WORKBOOK

This workbook is a personal guide designed to accompany the CoRe Programme's audio and video lesson for the week. Download it for free on our website [www.core.com.gh](http://www.core.com.gh)

### Episode 3: "Doing Business 'The New Normal' way"

Facilitator: Albert Ocran

- A. Write down 2 lessons you learnt about "Change" from the story "Who Moved My Cheese?" by Dr. Spencer Johnson.

Example: Change can be very sudden.

1. \_\_\_\_\_

2. \_\_\_\_\_

- B. Identify two interesting or "New Normal" ideas you are using to do your business.

<b>My Business</b>	<b>How I do Business normally</b>	<b>The disruptions I am experiencing</b>	<b>The New Normal</b>
<b>Example:</b> Catering	Preparing African dishes for my clients	Some clients have stopped coming to my restaurant for fear of being infected	Delivering food orders to my clients in their homes and offices.

C. List 2 helpful things your competitors or people who do similar businesses like yours are doing.

No.	<i>Example: Sending my lunch menu to clients via WhatsApp for them to order</i>
1.	
2.	

D. Share 3 new changes you plan to introduce into your business.

**Example:** Get an App for my catering business

No.	Innovative ideas I plan to introduce into my business
1.	
2.	
3.	

It is so important to us to hear from you.

1. What is the biggest lesson you have learnt from this episode and the workbook?
2. What one change are you determined to make immediately?
3. What question would you like to ask the facilitator?

Share your answers to these or any comments you may have on our Facebook Page <https://web.facebook.com/CoReProgramme/>, Twitter page <https://twitter.com/CoreProgramme> or our Instagram Page <https://www.instagram.com/coreprogramme/> or on our WhatsApp hotline (+233) 55 153 55 33 and we will respond to you within 24 hours.

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