



DESIGNATION:

ESSENTIAL

In a time of crisis,
the strongest
leaders look for
opportunity

BY TESS COLLINS

TOWARD the end of March, auto repair shops were given a classification that many other small business owners were not so lucky to get—essential business.

That was a leg up on many other small businesses. Beyond that, it was every person for his or herself. What shop owners chose to do with their designation and the time that they had with their customers rested solely on them. Unfortunately, many shops were not able to make it and many more had to make difficult decisions, such as laying off good employees. Many continue to suffer financially and are taking each day at a time.

In order to succeed, now is the time to take the essential business designation and wear it as a badge of honor. Earn it. Earn it from your employees, earn it from your customers and by doing this, you'll survive this and the next obstacle that is sure to come your way.