



The meaning of...

BUSINESS RESILIENCE

What is business resilience?

I was part of a conversation today where we were asked that question.

Maybe it's me but it felt easier to answer that when I worked in the corporate world, as part of a larger organisation.

Now I run my own business.

I don't employ anyone.

My business is me.

So in my situation, I can't help thinking that business resilience and personal resilience sort of become the same thing.... don't they?

Irrespective of whether that's technically right or wrong, I left thinking about what business resilience means for micro businesses and SMEs.

Including me and my business too.