

VOICES OF RESILIENCE

Lessons from
The Grit Makers
2024

@thegritmakers



In 2024, I've launched a podcast without even realising it: starting having a chat between friends, to talk about subjects we love whilst creating content for our personal brands.

It then made an impact on one, then two, then three, then more people who asked for more, dialed in religiously every month, looked for the recording when they missed it, found themselves in one of our speakers, related, was inspired and inspired us in return.

It was told to keep it up, it sounds like paradise but the truth is, even when you do something you love, not everything about it is lovable:

- The tech and logistics,
- the last minute changes,
- the panic attacks,
- finishing up at 4am when you change time zones and host from the other side of the world...



I thought about giving up so many times...

- When some episodes flopped with 8 peak viewers and little impressions...
- When you ask something from your audience and it's *crickets crickets*...
- When I had 3 hours sleep in two days and was running on low fuel and barely 15 people registered...

Yet I had to keep it up. Not to keep pushing for the sake of it. But because I had a strong why. It was just one of these ideas that was too good to kill.

Because when we log into the streaming platform, and I see the faces of the amazing souls joining me in this journey, even if it's only us 4...

it's all fucking worth it.

I hope that you'll benefit from the wisdom and inspiration of the 30 fantastic speakers I had the opportunity to host in 2024.



Success and resilience

How to build resilient customer success processes

PAULA RECKER – *Head of Support @Paddle*



A great metaphor for success is running Marathons. It isn't endurance. It is consistent training and growth achieved along the way.

YOSSI VAKNIN – *VP of Customer Success @April*

Resilience is making sure a company is selling right before selling more. It's important to build a solid base with company and team culture.



STEFANIE BOUDIAK – *CS Director @Najar*



At the heart of processes: there's the people, and the leadership responsibility to help them be the best version of themselves.

Women and resilience

The superpower of growing from setbacks

TERESA BART – *B2B Marketing Consultant*

Resilience is building evidence that you can adapt and change fast. It's a fundamental skill all of us have to learn to survive the doom and gloom.



AMITTY PEACE – *Founder & CEO @Mangrove*



Resilience is that capacity to go against the grain, be open to opportunities and experiment. Build strength from transferable skills.

ELIZABETH AGBEDE – *IT Consultant*

"An eagle is still an eagle". You'll have ups and downs and remain a person who always finds ways to stand back up, learn, and grow.



Client facing and resilience

People-person lessons from the frontline

JAMES COLLINGHAM – *E-com Director @Pooch & Mutt*



It is human to tend to see everything as a catastrophe, but actually, behind every challenge there's a reward, shall we choose to see it.

KEERTANA GURSHAHANI-KHATWANI – *Client Relation and Strategy @InfuseMedia*

You shall never take "NO" personally for it might not be definitive neither. The aim is to be kinder to ourselves.



CLAUDIA GASSON – *Founder & CEO @Ortus Talent*



Remember that through every dark time there are some highs. Ride out the hardest times for there's a light at the end of the tunnel!

Marketing and resilience

"Everything is figureoutable"

RIDA OYEBADE – *Founder @ROC Digital*

Maintaining your sanity in times of doubts is the key. Not suppressing the doubts, not lying to yourself. Just challenging the doubts with evidence.



JUSTI CG – *Founder @Marketing Waiting Room*



There is a universal truth about the entrepreneurial journey: it is hard, lonely. There's days where the lows are tough, but you are not alone.

ALEFIYA KHORAKI– *Quiz funnel strategist*

"Everything is Figureoutable"
summarises just about everything
about resilience and being an
entrepreneur.



AI and resilience

How AI drives more resilient entrepreneurship

ELHADJ CHIKHAOUI - *Founder @Bastyon*



The best definition of resilience is to be okay with not fitting in and following your own journey, not letting external factors define it or what you should be doing.

JORDAN LEGG - *Founder @Takara.ai*

Resilience can simply be about not giving up because eventually everybody else does, but if you don't, you'll be the last one standing!



SASHA KNOTT - *CEO @Job Crystal SA & UK*



Fail fast! We're never going to know without learning. AI gives you that resilience that if you don't catch up, you're going to be left behind.

Shame vs Resilience

Stripping the raw truth behind shame

MICHAEL APPLETON – *Trauma therapist @NHS*

True self-compassion is changing the relationship we have with our younger self. And the first step is to notice that horrible dialogue to ourselves.



SNEZANA PETROVIC – *Founder @StoryStorm*



Resilience is when I'm standing in front of a bridge I can't cross, my mind is telling me to, but my body made me turn back and figure out my way out on a one way trail.

AMITTY PEACE – *Founder @Mangrove*

When you bring up areas of improvement to businesses, you find shame hidden behind the resistance to change. Education takes the shame and blame away from failures.



A culture of resilience

How to build a healthy culture of resilience

EVELKAH POWELL - *Founder @CohesionConnect*



Inclusion is not only talking about how different people are, but building a culture around uniqueness and difference in order for everyone to have a voice.

JONATHAN BANNISTER - *Founder @MakeHappy*

Not every job is going to be fun and games. That capacity to adapt to adversity and stress is of the essence of resilience.



DAVE STEGGERT - *Account Executive @Stripe*



A growth mindset also requires resources to seek information to be able to grow and change and thrive, having the opportunity to do so.

Trauma vs Resilience

How trauma shapes resilience

SHEENA PIRBHAI - *Founder @HealthPointHeal*

Resilience is who I am now because of everything I have been through and understand myself. Is who I've become going through the process of questioning, doubts, and everything.



JYOTI JO MANUEL - *Founder @SpecialYoga*



I strongly believe that trauma can shape us and our resilience or can sink us. There are simple practices and ways of being that can transform our existence to regulate.

OLYA GROVEL - *Startup Mentor and Coach*

Staying busy doesn't equal progress. To nurture psychological safety you also have to define what progress means. Setting an objective for a team to understand their impact.



Women's Health

How to build a healthy culture of resilience

VANESSA WALKER– Peri and menopausal specialist



Resilience is not accepting the hand you are dealt with. To do everything in your power to make the best of your life because you only get one chance.

AMANIE KAITE – *Nutritional therapist/Gut Health*

Knowledge is power. Educating yourself, listening to podcasts, reading books etc. is the key because when you know better, you do better.



MELANIE GRIFFITH – *Movement therapist*



A cancer diagnosis slaps you in the face questioning: How much do you really want to live your life? There's no going back from there.

Xmas Special...

Everything Burnout and Resilience

GOSIA KALICKA – *Founder @PetitesGiants*

Schools teach us to comply. We are not encouraged to challenge the status quo. But to build creativity you have to take risks, because you cannot be creative otherwise.



KRIS HALL – *Founder @TheBurntChefProject*

Society doesn't help us building resilience which grows in discomfort. But our potential is limitless and we can explore it going beyond our comfort zone.



TOM CULLEN – *Co-Founder @zoplo*

Life is more fun when you don't know what's going to happen all the time. So just having an attitude that does not focus on the bad things but welcomes any opportunities helps.



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