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3: Inspiring Quote: Crisis

“The Chinese use two brush strokes to write ‘crisis’. One stands for danger; the other for opportunity. In a crisis be aware of the danger but recognise the opportunity.”

Richard M Nixon, 37th US President, 1913 - 1994

“In the middle of difficulty lies opportunity.”

Albert Einstein, German theoretical physicist, 1879 – 1955

The opportunities a crisis throws up are rarely obvious. It is easy to miss them in the forces of change created by the trauma.

A crisis situation contains many dangers which are often unquestionably challenging to deal with. Lurking behind the most desperate crisis it’s possible that there are hidden opportunities that don’t make themselves immediately apparent.

What about you?

Think back to a crisis that you came through. What unexpected opportunities did it throw up? What did you do with them?

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That's all for this month !
We hope you enjoyed it and we'll see you next month!

Roger Elliott & Mark Tyrrell
Uncommon Knowledge

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