

Craftcation 2026

**Navigating a
Creative
Business in
Turbulent Times**

**Moderator: Usha Mishra
@ushadesigns**

Hello! Introductions

Usha



Usha Designs

Dari



Heather



Acknowledgement

- Times are hard
- Yes we're all
 - Tired
 - Stressed
 - Overwhelmed
- Let's make this about supporting each other, not a gripe session
- Note that “turbulent times” can be personal, not only the current political situation



Photo by [Briana Tozour](#) on [Unsplash](#)

Pivoting

- How has your business shifted over the last few months? Last year? Last 5 years?
- What have you let go of? What have you added? How do you handle it when your goals change?



Photo by [Fish Tu](#) on [Unsplash](#)

Slowing Down

- It's ok to say “not now”
- Other mental health tips



Image source: [Vecteezy.com](https://www.vecteezy.com)

But...

- You still want to promote and talk about your business, but it doesn't feel important in the moment
- How do we respond to chaos



What You CAN Control

→ Planning

- Focus on today or this week - long-term can feel overwhelming
- Prioritize energy, not productivity

→ Community

- Create a safe space within oneself and for others
- Lessons learned from building/leaning into community

→ Actions

- Do something, anything, no matter how large or small
- Small statements you need for yourself or want others to know about you



Let's Build a Toolkit



- Keep/Pause Cut
- Core Message Anchor
- The Energy Audit
- The Community Lever
- Identity Reminder
- The Personal Resilience Plan

Q & A



Want to Chat More?

- Dari: available to meet via Zoom after Craftcation, schedule via email
- Heather: drop by the Kellofaplan booth or email after Craftcation
- Usha: available after Craftcation via email



Photo by [Carla Rodríguez](#) on [Unsplash](#)

Thank You

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www.thecraftsalonstudio.com/

www.tiktok.com/@the_craft_salon_ny

www.instagram.com/thecraftsalon

dari@thecraftsalonstudio.com



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www.kellofaplan.com

www.youtube.com/c/heatherkell

www.instagram.com/kellofaplan

heather@kellofaplan.com



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www.ushadesigns.com

www.linkedin.com/in/ushamishra/

www.instagram.com/ushadesigns

hello@ushadesigns.com



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