



CRAFTCATION 2026

Navigating a Creative Business in Turbulent Times

We've shared a lot of ideas today - if you haven't already, jot down some notes that you can use to make a toolkit for when things feel overwhelming

Keep/Pause/Cut: *What must keep running no matter what? What can pause temporarily? What can be cut-draining energy but not driving revenue? When things feel chaotic, don't innovate – stabilize.*

Core Message Anchor: *When the market shifts, trends change, or algorithms wobble, return to: What problem do we solve? Every new idea must pass this test: Does this support our mission? Or are we reacting out of fear?*

The Energy Audit: *In turbulence, your personal capacity matters more than ever. Ask weekly: What is energizing me? What is draining me? What can I delegate? What must only *I* do?*

The Community Lever: *One of our biggest advantages is community. In hard seasons- talk to them. Ask them what they want/need. Invite them into the journey. Transparency builds loyalty! Identify your community.*

Identity Reminder: *Turbulence often triggers: Imposter syndrome, fear of losing momentum, “What if this is the end?” Create a page titled: “Proof I Can Handle Hard Things” and list: revenue growth milestones, product launches that succeeded, events you’ve hosted, risks that paid off.*

The Personal Resilience Plan: *You cannot lead from burnout. Non-negotiables: CEO thinking time weekly, family time, physical health rhythms, planning for stress relief. Your planner is not just for tasks — it's your emotional regulation tool.*