

**Can you share a specific instance where you had to pivot or adapt your business strategy due to unforeseen circumstances or market changes? What were the key factors that influenced your decision?**

**A great example of that is when Total by Verizon came to our market. With this new ownership from TracFone to Verizon came some significant opportunities as well. Our Total wireless brand we had 50+ stores, however the new brand was only going to open and top 10 demographics. This caused us to have to close over 40 locations to promote and protect the new brand Total by Verizon.**

Adaptability is the most critical behavior that an entrepreneur must exhibit, to ensure that his or her brand and brand potential remains positive.

This shift required that we look at our people, performance, and processes differently. While we began getting ready to open up the new brand and build our new future growth strategy, we also needed new tools and resources and hiring strategies to make sure we maintained our human capital while still growing this in the future business. The key factors that influence our decision were always people first. How do I maintain my human capital, keep folks challenged, drive efficiencies in process, and maintain cash flow during the transition, which could be up to a year from one brand to the other. The People first mindset allows you to leverage the expertise of those who support you also ensuring that your brand advocacy and your team solution solve and over index in other areas to support the others.