

HOW TO DO BUSINESS IN A TURBULENT WORLD

Как вести бизнес в турбулентном мире

Entrepreneurs know firsthand what constant shocks and shocks are, and therefore, with experience, many acquire a sufficient margin of safety. A successful business is built on psychologically well-off people and their stable emotional state.

Employees can easily read when the company is in an unstable situation: usually the management increases the distance from ordinary team members, relations in the team deteriorate, and some employees begin to doubt the actions of the manager. As a result, closeness and distrust grow, people find themselves in emotionally unstable states and work worse, and more often make incorrect or unweighted decisions. The matter of this research is how to cope with strong emotions and how to make decisions in colossal instability.

It turns out that taking care of the psychological health of employees is not only about people, but also about business development. 15 % of employees are ready for a lower salary if the company pays a corporate psychologist: many understand that burnout, stress and bad relationships with colleagues are not worth any money.

The feeling of loneliness experienced entrepreneurs and managers in times of crisis, because few people in the team can really understand what they are going through at this time. Employees do not know how difficult it is to make certain decisions, and what is behind the mask of a confident leader. Usually during this period, the manager is expected to have great self-control, they must keep himself in hand and act as a support for the company and employees.

Depending on the climate in the company and the distance between the manager and employees, several behavioral strategies can be used to help cope with the feeling of loneliness. One of the options is to find a community of like-minded people not inside the company, but outside: that is, to unite with other entrepreneurs. Comparing your situation with someone else's experience and being able to share your difficulties with others helps you cope with unpleasant emotions.

So that the distance between the manager and the employees does not increase and distrust does not grow, from time to time it can be reduced and disclosed. For example, a manager can show by a concrete example that there was a situation when he did not know how to solve the problem, but then he still found a good solution. Therefore, on the one hand, he will demonstrate his humanity, and on the other hand, he will give an important message that despite the difficulties, the company will cope with everything.

Closing a business is like experiencing a loss, which is why it is sometimes so difficult to decide to do it. Sometimes months and even years can pass from the moment when it is obviously time to abandon an unprofitable business to the immediate closure. Honest reliance on reality helps entrepreneurs to make this decision: if a business has not been profitable for a long time, it's time to close it, and the hope that everything will change for the better may simply be a departure from reality.

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FEATURES OF DOING BUSINESS IN FRANCE

Особенности ведения бизнеса во Франции

The purpose of research is to consider the existing features of doing business in France. It is very profitable in itself. Starting a business in France is one of the best options if you plan to cooperate with European countries in the future. Since France can be called one of the most developed countries of the European Union both economically and in other aspects, this is really a promising option. There are not so many jobs in France, so starting a business in France, you will create them yourself, and you can even count on receiving certain documents in a simplified manner.

One can start a business in France from scratch or buy an already functioning one. If a businessperson wants to start earning his first income as soon as possible, he should pay attention directly to buying a business. In such a situation, it is only necessary to assess the potential of the business and possible options for its improvement. The business will already feel comfortable in the market and will probably be created already taking into account the specifics of the country and region. It also avoids a lot of formalities that are always associated with starting a business from scratch. The purchase can be called a more profitable option.

However, of course, there are people for whom the idea of their unique company is more important than profit, they can start from scratch and face other difficulties. To start a company, an itinerant merchant's card is required; it can be obtained if a businessperson has no problems with the law or unsuccessful business experience in the past. You will also need to submit a detailed business plan so that the French state can accurately imagine what you plan to do on its territory and what kind of business you plan to conduct. To get approval, the business plan must be clear and transparent.