
Mindshift programme to assist business leaders through Covid-19 uncertainty

With 86 per cent of C-level executives feeling uncertain about business continuity, MindShift aims to assist Ireland's business leaders to cope with an uncertain future.

With the Covid-19 pandemic continuing to wreak havoc across the economy, [a survey carried out by IBEC](#) found that 86 per cent of C-level executives felt uncertainty about their business continuity prospects which is taking its toll on Ireland's CEO's stamina, according to renowned business mentor and leadership coach Shane Cradock.

The pandemic has placed huge pressure on C-level executives as maintaining confidence and continuity within every business and its operation has become so much more challenging.

"This is the second major and what will likely be a prolonged period of hardship for Irish business leaders in less than a decade," said Cradock when discussing the impact Covid-19 is having on C-level executives.

"Many have scraped and clawed their way back from the financial crisis and now face an unprecedented age of uncertainty with the Covid-19 pandemic. Business leaders and managers are facing the same challenges as everybody else and are struggling with clarity and purpose during this period."

Creating an opportunity

Over the past 20 years, Shane Cradock, an accredited member of the European Mentoring and Coaching Council and the Professional Speaker's Academy, has helped business leaders navigate through similar bouts of uncertainty, including the unpredictability of the post-2008 economic downturn.

Following a difficult personal crisis in his mid-20s, Shane became interested in personal awareness and growth, and sought training from a variety of thought leaders internationally which helped him to transform his personal and business life.

With the onset of Covid-19, he recently launched the MindShift programme to help business leaders navigate through the current uncertainty. His mission is to support business leaders in transforming the situation into an opportunity for both personal and professional growth.

Over the course of eight weeks and a series of live workshops, Q&As, personal targets, forum support and other engagements, Mindshift will provide a variety of opportunities for professional and personal development in order to work more efficiently and live more focused lives.

It has been designed specifically for the creation of positive and productive habits that help business leaders enhance their capabilities.

Discussing the evolution of the MindShift programme, Shane Cradock added; “Adaptability is an essential tool for businesses nowadays. Having worked with Top Ten Fortune companies and award-winning business owners over the past two decades, I have come to realise that an adaptable mind is essential for personal and professional growth, especially in a crisis.

“MindShift teaches attendees how to create this clarity in their own minds along with aiding the development of a variety of internal tools”.

Mindshift commences on September 30, and tickets for the programme are available through Eventbrite from [Shane Cradock MindShift Programme](#).

By Stephen Larkin

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