

## ***Why the “Great Resignation” hasn’t shattered small businesses***

In early 2020, over four million people quit their jobs and created what is more commonly known as the “Great Resignation.” We saw many businesses crumble with a shrinking workforce, government shutdowns and tighter budgets; however, a bevy of small businesses managed to dodge the resignation and thrive, but how is that? In times like these, many people have had time to reflect and have found they don’t want to continue to do the same thing. Some have decided to pivot into different fields, either exploring something they have always wanted to do or trying something completely new. Because of this new reckoning, many people have started their own small businesses or have found a new home with a small business. But again, how can that be?

### **The Pivot**

You would think small businesses would have suffered the most during the COVID shutdowns, and many businesses did fold during that time, but many entrepreneurs took that time to reevaluate their business. [43% of small businesses surveyed by the Society of Human Resource Management \(SHRM\) said they had to get creative and find new ways to stay in business.](#) That is the advantage that small businesses have over larger organizations and a major reason why many people have made the switch to working for small entities versus big corporations. Restaurants who had never had takeout options had no choice but to experiment with making that happen to keep their business running. Some incorporated live streams into their model while others dabbled in working from home. Some businesses even got to expand or change their model altogether. Having the freedom to be able to do these types of things and not have to follow a strict corporate model has allowed small businesses and their employees to thrive.

### **Creating New Opportunities**

Because of the flexibility of small businesses, owners aren’t recruiting the same types of people a corporate organization is recruiting. [Bigger businesses tend to want a well-trained workforce](#) while smaller businesses are looking for people who want to learn and grow. The problem many employees had with working with larger corporations is the fact that they felt their professional development was stunted. With a smaller staff and niche market, employees working with a small business can create their own professional development, usually because having a smaller staff means more cross-training. Also, more local small businesses welcome opportunities for minorities.

With things starting to resemble what once was normal, you may be thinking about how to navigate your business post-COVID shutdown. Jennuine Raydiance is here to help you think about what you want your business to look like moving forward. Just give me a shout!