

# Survive and Thrive – talk by Hilary Briggs

How to ensure your business survives and thrives during hard times

The news often reports on impending recessions, ever-increasing energy costs, inflation, wage rises, and so much more. Whatever your beliefs about uncertain times and any impact they may have, one thing is certain – when things get tough, it's time to take stock of your business.

Hilary's talk explains how to use the hard times to ensure you've got the necessary steps in place to cover a worst-case scenario. This both ensures its survival and sets it up to thrive. She will cover:

- 3 top actions to do
- 3 things not to do!
- How to use hard times to hone your business skills for ongoing success

During this talk, Hilary will share her practical experiences of working in and with a range of businesses during the credit crunch, COVID-19, and other economic challenges. Her stories include learnings from her triathlon success.

## Real-world expertise

Hilary Briggs has over 35 years of diverse business experience in the UK and internationally, working in start-ups through to multinationals. An engineer by training, Hilary learnt how to analyse and break problems down.

Having held senior management positions in various blue-chip companies, Hilary was brought in by the founder of Gardasoft Vision Ltd to prepare the business for sale. As Managing Director, she led this process and, in parallel, steered the company through a downturn to successful growth as part of a listed Japanese company.



In the last six years, Hilary has applied her approaches to triathlons, transforming herself from low-grade amateur to member of the Team GB Age Group team, winning Silver medal in the 2022 European Championships and Gold in the 2022 British Championships. And overcoming a major Achilles injury on the way!

*"Hilary was absolutely brilliant. I loved her story about coming from engineering, understanding about focus and systems, and how she's applied that to not only becoming a triathlete, but also developing high performing businesses and teams."*

**Kym Hamer, Director, Artemis Futures International Limited**

Discover how Hilary's **Survive and Thrive presentation** can be adapted to your requirements:

- **Call Hilary now on +44 (0)20 7373 2192**
- **[Alternatively, send Hilary an email](#)**
- **[Or schedule an appointment](#)**