



Krystal Eicher 0:01

Today we are going to talk about, should you be a wartime CEO? What does that even mean? How are you a wartime CEO? And why does it matter to you now as a travel entrepreneur? So I'm joined today by Ashley and Wendy. And when I first pitched this idea, Wendy looked at me and said, "Well, what, what the heck."

Wendy Guth 0:25

Not really understanding what you're throwing down here,

Krystal Eicher 0:27

what I'm putting down here. So let me explain. It came from listening to a podcast with Brene' Brown and Joe Biden. And it spurred this entire conversation between the differences between being a wartime general and a peacetime general, the fact of the matter is, we're still in the middle of the global pandemic, we're still in the middle of the COVID crisis, it's still rocking our industry, I think that you need to be a wartime CEO, which means you have to put on a different hat and have a different set of plans with how you run your business in wartime, than you do during peacetime. If we were in peacetime, we'd be rocking into wave season, we

