The Best Approach to Overcoming Adversity



Bev Founder and CEO Alix Peabody talks about how her company thrives by focusing on itself instead of its competitors.

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On this episode of *The Playbook*, Bev Founder and CEO Alix Peabody shares her insights on:

- The main reason why most entrepreneurs seem a “little crazy” [3:11].
- Why Peabody never focuses on what her competitors are doing and only focuses on Bev [6:40].
- The most important lesson she’s learned about how to manage cash flow as her company grows [11:18].
- Why the current business environment gives entrepreneurs

the opportunity to build the business they want [13:51].

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