

# HOW TO LEAD IN A TIME OF CRISIS



## 6 Comfort

Be empathetic to the fact that most people will be stressed and possibly more reactive during this time. Be available to your staff when they have questions or need to talk. Listen calmly and focus on your employee, not yourself.

## 5 Commonality

During times of crisis, it is critical that members of the leadership team agree upon and communicate a common tone and message to everyone in the company, both during casual one-on-one conversations, in team meetings, over email and to customers. Don't assume you are all on the same page—have a definitive conversation about it early on and check-in with one another throughout the crisis period to ensure everyone continues to be in alignment.

## 4 Connection

If you and your team are required to work remotely, stay more connected and available than you might when working in the same building. Use face-to-face remote communication tools such as video calls or chat, and make yourself readily available for quick phone calls when needed. Concentrate on the immediate communication by eliminating other distractions for that moment.



## 1 Calm

Your team will follow your lead in how you navigate and respond to stressful and unusual situations. Providing calm, clear and focused leadership will give the people on your team the reassurance they need to continue to be productive and focused on their responsibilities.

## 2 Communication

Communicate more frequently and give real-time updates whenever possible. Eliminate the negative effects of uncertainty by being clear and timely with information and make sure no one is left out of important updates.

## 3 Clarity

Clear, concise and accurate information is what everyone wants and needs most during a time of crisis. If you don't know, be up-front about that, but let them know you understand their concerns, are "on top of it" and will update everyone as soon as you can.