

# LEADERSHIP DURING CRISIS

"TO THE VICTIM, ADVERSITY IS BAD. TO THE LEADER - AND WARRIORS - HARD TIMES ARE LIFE'S RICHEST TIMES OF GROWTH, OPPORTUNITY AND POSSIBILITY. USE THEM TO FLY."  
- ROBIN S SHARMA

## TYPES OF LEADERS

1

### Fear-Focused

Emotional, concerned, overwhelmed, consumes too much media and has a negative outlook

2

### Unfocused

Uncertain on what to do, playing wait and see, and most dismissive

3

### Strategy-Focused

Solutions focused, focused on growth/opportunity, leans on healthy networks, overall more positive

## SHOWING TRUE LEADERSHIP

### BE TRANSPARENT AND COMMUNICATE EFFECTIVELY

1 If you don't know all the answers, admit it - both internally and externally. We are in uncharted territory. If something goes wrong or isn't as it should be, apologise, commit to trying to do better, and move on. Ask yourself each day what employees and clients need to know and communicate it with optimism and confidence. You can't overcommunicate in a crisis.

### ENCOURAGE CREATIVE PROBLEM SOLVING

2 Decision-making needn't be black and white. Options are often not limited; encourage management and team leaders to work together to thrash out problems and come up with creative solutions. This can create lasting cohesion, more productivity and add value for customers and stakeholders.

### EDUCATE YOURSELF AND BUILD A CLEAR PLAN

3 Go beyond the TV news and avoid the melodrama. Read up on the macroeconomic implications for your industry in order to make better decisions. Devise a game plan and focus on it daily, while monitoring the changing landscape to tweak the plan as needed. Leverage your team - you are not in this alone.

### MANAGE YOURSELF AND PRACTICE MINDFULNESS

4 You are just as important as everyone else. Maintain balance in your life to ensure you are mentally prepared and focused to help you balance the needs of all stakeholders. Be present in the moment and with the task at hand. Incorporate purposeful pauses in your day to reflect on matters and manage stress.

Sources: <https://www.businessinsider.com/6-ways-to-show-true-leadership-during-crisis-covid-19-2020-3?IR=T>  
<https://www.gartner.com/smarterwithgartner/4-actions-to-be-a-good-leader-during-covid-19-disruption/>  
<https://www.forbes.com/sites/hillennevins/2020/03/19/leadership-in-the-time-of-covid-19/#4d7b7b525e4e>