

## 09 Tips

### 1. My motto right now is Be Kind. Be Well. What's yours?

How are you letting your audience know that you care and that you are being responsive to a changing landscape? I ask myself- how am I exhibiting kindness and helping people stay well? Don't give into tendencies to control too much or protect (from a business perspective)- give freely and that will have a multiplier effect leading to new possible opportunities. Communicate as clearly and as much as you can as it provides reassurance. Be kind to yourself as well.... this is a lot of manage and you are human.

### 2. Give grace to leaders making difficult decisions

You will see this being done well and in some cases not so well. This is an opportunity for us to learn how to be better decision makers and communicators. I am personally giving a lot of encouragement and emotional support to the leaders at the front lines of this crisis as I know they are just people too with same fears and worries. Most people are showing anxiety for how decisions will affect their personal worlds and it is our job as leaders to help people see the larger picture and community benefits to some decisions.

### 3. Plan but don't panic

Is this the time for contingency plans, yes. Is this the time to think through possible scenarios and the mitigation strategies for each, yes. As you move through idea generation for how you will adjust to meet the most pressing issue think through what the possible opportunities and tradeoffs might be for each. Do this for each stakeholder. Put it on paper! Think through if X happens we will mitigate by doing Y.

### 4. Help others not stigmatize others

Sadly, many people are point the finger and stigmatizing people who may have been exposed to the virus or who may have an active case. This is not helpful on many levels. We are a global society and everyone is at risk. Its important as leaders to be thoughtful about how we talk about this crisis.

### 5. Be open to reframing, repositioning, reimagining

Some are calling this coronavirus-proofing your business. Instead, be open to new possibilities and try to find ways for your own audience and those you serve to think and design solutions differently. You have reassure yourself that things might not get done in the same way as usual and that it is OK. In

other words, start with yourself first- and give yourself a pep talk that your own expectations are going to likely need to shift.

#### 6. Recover quickly, adjust

This only means that adaptive leaders don't spend a lot of energy lamenting why things didn't go as planned. Instead they acknowledge and accept the new reality as it comes and can help others develop and deliver new plans.

#### 7. Model well

This is the time to engage with your people as they want to hear from trusted resources. Model flexibility and the ability to create new paths, even if temporary. Many people are feeling stressed, anxious and fearful. Providing reassurance and reinforcing positive thinking can be very helpful to many. Modeling your own ability to be adaptive and hopeful goes a long way.

#### 8. Tune out so you can Tune in

We have information and messaging coming at us from so many different sources. In times of crisis or change its good to tune out the barrage of information so that your brain space is freed up for the important work you need to do help your audience strategize.

#### 9. Lean in to your networks and relationships

Gathering different perspectives on both the problems your audience is facing as well as possible solutions will provide you with ideas for how to see new opportunities.

#### 10. Find your confidence in the uncomfortable place of the unknown

Having self-awareness about what aspects of the current situation are making you feel out of sorts is helpful so that you can address them (and find supports) so that you can restore your confidence. Your audience sees you as an expert, a trusted resource, so demonstrating a certain level of confidence provides reassurance. You have to believe it though, that we operate from a place of abundance that that while some parts of our work are feeling hard at the moment, the unknown is also full of potential opportunity. We just need to be positioned, make connections and see the new openings before us and then present those options to those who trust us.