

Leading through Crisis

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ITC • SheTrades Webinar

Welcome

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Overview

Context

Leading now

Leadership is relationship

Being and Doing

Practices to navigate crisis

Q & A

Resources

We've **never** been here before

- **Unexpected**
most humans didn't see this coming
- **Threatening**
Every human is in some way impacted
- **Shifted Consciousness**
People are paying attention in new ways
- **No "going back"**
We are moving to a "new normal"

Lead like a Fish

Feeling the currents
Being sensitive to the environment

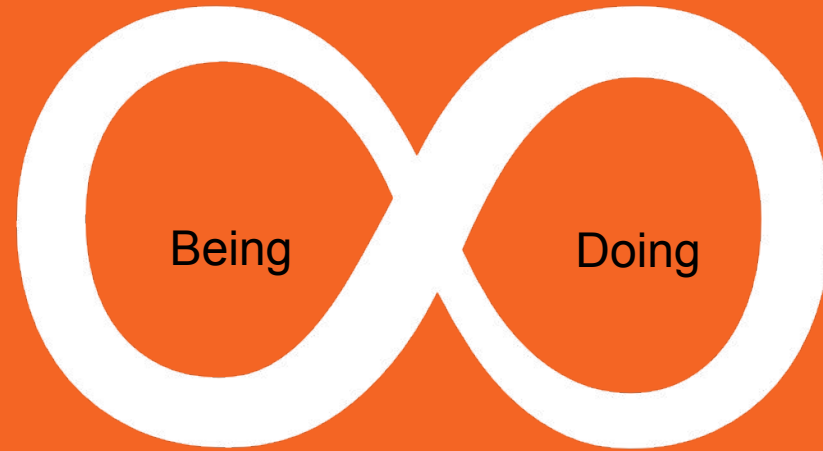
(Look... a shark...Look... food!)

Keep the school alive



Sensing
Guiding
Moving

It's a Balancing Act



Humans are *feeling* creatures *who think*

[not thinking creatures who feel]

Stress hormones are flooding
our systems

Amygdala is on overdrive



Fight
Flight
Freeze
Faint

Leadership is a Relationshipship

Calm

Don't panic

**if you do, so will
others**

Be candid–

**Don't minimize
Don't "horribil-ize"**

Manage your stress

**Breath is free and
effective!
4-6-8**

Curiosity

What am I sure of?

What pivots could I make in how I operate now?

What possibilities does this situation create?

If I were starting my business NOW, what approach would I take?

Clarity

What are the short/medium/long term business impacts?

What mitigation is possible and realistic at each stage?

What is most essential to address NOW?

Courage

What changes I am making now....

- temporarily
- permanently

Why...

- rationale
- reframe

Ask for what you need...

- flexibility
- accomodation
- partnership
- access to network
- resources

Compassion

Acknowledge the challenges

- human impact
- business impact

Normalize “feelings”

- check in
- show vulnerability

Don't compare suffering!

Never say. . .
*“it could be worse” or
“at least we're not ____”*

Communication

Candid

- Honest
- Factual
- Direct

Best Current View

- what has changed
- what I know now
- what's next step
- when will we next connect

Consistent

- **Stick to a rhythm**
Anxiety increases with lack of information

If there is nothing to say, say that

Connection

How will I stay in relationship with my:

- customers
- partners
-
- co-workers/employees
- investors

Do the simplest thing that works.

Favor frequent over fancy

Who is showing up in my network that may not have been there before?

These people will be important in the "new normal"

Commitment

Daily check in on *what*
you DID

- what worked
- what didn't
- what you will change

Daily check in on *how*
you ARE

- how are you feeling?
- what is your goal for tomorrow?
- who will you ask for help?

Take actions that keep
you healthy

- rest
- move
- sleep
- laugh
- cry

Leadership Practices

- Calm
- Curiosity
- Clarity
- Courage
- Compassion
- Communication
- Connection
- Commitment

Q & A

Further resources

- *5 Tips to Leading Your Company Through the Chaos* <https://www.entrepreneur.com/article/347322>
- *The future is not what it used to be: Thoughts on the shape of the next normal*
<https://www.mckinsey.com/featured-insights/leadership/the-future-is-not-what-it-used-to-be-thoughts-on-the-shape-of-the-next-normal>
- “*Not knowing: The Art of Turning Uncertainty into Opportunity*”, Steven D’Souza and Diana Renner (HBR)
- *What your Coworkers Need Right Now is Compassion*, Amy Gallo, (HBR)
- *Lead Your Business Through the Coronavirus Crisis*
Martin Reeves, Nikolaus Lang and Philipp Carlsson-Szlezak, (HBR)

I'd love to hear from you

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