## Effective Leadership in a Time of Crisis

### May 12, 2020 Reliance Insurance Webinar with Bill Stevens, Entrepreneurial Engine





Introduction



## What we'll cover

- The challenges in returning to work, re-starting your business and some of the pitfalls to be aware of so you can avoid them
- Leadership actions and behaviours what will help you land right on your people
- Action's and behaviours that we recommend you acquire and practice in the future as a direct result of the pandemic
- We'll finish with a brief leadership self assessment from the Centre for Creative Leadership that will allow you to develop your readiness



The challenges in returning to work, re-starting your business and some of the pitfalls to be aware of so you can avoid them

- Fear and uncertainty about safety
- Fear and uncertainty about financial well being, cost cpntainment
- Physical and mental breakdowns
- The legal framework for returning
- The best management of your available resources and services
- Rebuilding morale
- Your new and different environment
- Your employees
- Your physical work space
- New and different infrastructure needs
- Information people need to have
- Embedding learnings from quarantine and social distancing



What should I do? What should I be focused on as a leader?

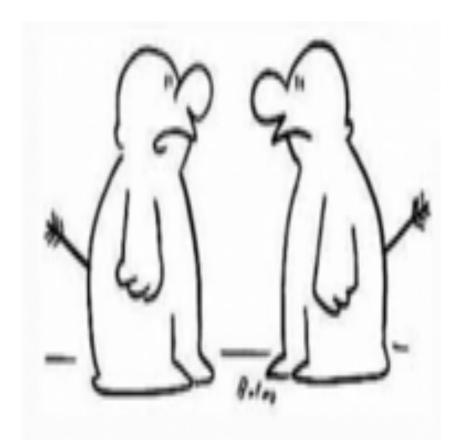


#### 1. Be purposeful.

- Constantly remind people why it is so important that we exist.
- See this crisis as a new way to purposefully serve colleagues and customers in new, meaningful, value-creating ways.
- Leverage purpose as a new tool of innovation; purpose can touch lives in new ways.

#### 2. Be empathetic.

- Acknowledge others' stress in this situation.
- Know that people are also struggling with personal and family issues beneath the business issues.
- Show you care about them versus the enterprise only.
- Repeat, repeat, repeat.



"I know exactly how you feel."



#### 3. Be calm, clear, and confident.

- Communicate with realness, clarity, authenticity, and regularity: tell the real story.
- Express a vision of the other side of this... elevate from now to next.
- Convert anxiety to the attitude "we will get through this together."

#### 4. Be both action oriented and reflective.

- Reconcile the paradox of pause and action; both are critical.
- Avoid being too passive or too hyperactive during these times.
- Step back to reflect, learn, and strategize when the pace and bias for action are too high.

## **KEEP CALM & LEAD ON**





#### 5. Be inspiring.

- Share stories that reveal the enduring values and what is really important now.
- Remember the purpose of the enterprise and rally people around it.
- See the crisis as an opportunity to more deeply live

and serve our people and customers.

#### 6. Be resilient.

- Take care of your energy, wellness, and fitness.
- Encourage others to take care of themselves, and demonstrate by modeling it.
- Show your energy to take on these challenges with energy and innovation.

## A SMOOTH SEA NEVER MADE A SKILLED SAILOR



#### 7. Be aware of mindsets.

- Move from fixed/fear mindsets to growth mindsets.
- Know that our openness and closeness opens or closes others.
- Catch yourself in fixed/fear mindsets and move to growth mindsets before acting or behaving.

#### 8. Be courageous.

- Make the tough decisions on purpose and with courage.
- Pay attention to fear-based, reactive decisions.
- Inspire others with your courage, energy, and positivity.

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Are you ready for post pandemic leadership?



Are you ready for post pandemic leadership?

1. I aggressively seek key information.	54321
2. I effectively communicate information.	54321
3. I am proactive and take initiative.	54321
4. I think clearly under pressure.	54321
5. I can maintain calm and self-control.	54321
6. I am flexible, versatile, and adaptable.	54321
7. I am positive, upbeat, and optimistic.	54321
8. I am creative and can improvise.	54321
9. I am resilient and mentally tough.	54321
10. I act courageously and take risks.	54321
11. I act in a decisive and timely manner.	54321
12. I establish a clear vison and direction.	54321
13. I am professionally competent.	54321
14. I develop caring relationships.	54321
15. I empower, equip, and enable employees.	54321

**Centre for Creative Leadership** 



Conclusion



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