

KEYS TO LEADERSHIP IN CRISIS

1) A CRISIS IS A GIFT

This is your moment of truth. In times of difficulty, there is always opportunity.

2) YOUR BEST PREPARATION IS YOUR CULTURE

Foster a culture that values risk taking and open and courageous communication.

3) IF YOU DON'T EMERGE STRONGER, YOU HAVE ONLY SURVIVED NOT SUCCEEDED

You missed the opportunity.

4) MOMENTS OF TRUTH ARE THE BEST LEADERSHIP TEST YOU WILL GET

Some leaders will fail; move them out or out of the way. Some leaders will excel; recognize and promote fast. New leaders will emerge; move them up fast.

5) ACT - BE ON YOUR TOES, NOT YOUR HEELS

Act early. Act aggressively. Act often. Make mistakes.

6) GET A PLAN

Be fast and focused. Get aligned. Stay true to the core of your business - don't scattershoot.

7) SECURE YOUR LEADERSHIP POSITION - THINK 3-5 YEARS AHEAD

Zero in on your extreme competitive advantages. Seize opportunity - the window of change is only open for a short time.

8) OVERCOMMUNICATE

Make sure your whole team knows the facts, the plan, the results and the mistakes.

9) STOP WHAT DOESN'T WORK AND GO LIKE HELL AT WHAT DOES

Measure your results. Get everyone on the same page. Reassess and change course if needed based on those results. Celebrate small victories as well as big wins.

10) KNOW YOUR LESSONS FOR NEXT TIME

Because there will be a next time.