Session Goals

- Discuss How to BE and What to DO as a leader during crisis
- Identify critical crisis leadership tips and why they are important
- Gain perspective on how to think about what is next and prepare for the future

Crisis Leadership Tips: What to DO as a Leader

- **EMPOWER and Assist**
  - Lead people and don’t manage work

- **GET Rhythm and Control Tempo**
  - Develop crisis operating rhythm

- **Know when to take a TIME OUT**
  - Build in tactical pauses

- **LEVEL the playing field**
  - The key to communication is tone, tone and tone

Five Phases of Crisis Leadership

1. **Human Impact**
   - Determine the human impacts of the crisis on the work force and their families

2. **Organizational Impact**
   - Develop a near term crisis business continuity plan

3. **Business Continuity Plan**
   - Strategize for the new abnormal including long term business impacts and opportunities

4. **Strategy New "Abnormal"**
   - Build resiliency for aftershocks and the next crisis

What is your “5R” Return to Work Plan?

- **Reintegrate**: Phased; Welcome back; Recognition; Remembrance; Child care; Mental/Spiritual wellness; Leader self-management
- **Reset**: Equipment/Machinery; Tech; Air filtering; Testing, health monitoring & PPE; Distance protocol; Employee feedback channels
- **Reorganize**: Org review/re-design/trade-offs; Telework; Leadership; Digital solutions; Customer engagement channels; Culture changes; Lay-offs; Comp & benefits
- **Retract**: Business fundamentals; Health protocols; Digital SOPs; New hires/interns; Business process review
- **Resiliency**: Leader training & development; Succession planning; HR policies; Supply chain reliance; Digital/Virtual systems

Self-Reflection

- **Calm in the Chaos**
  - What does calm in the chaos look like in your position?
  - What can you offer your leadership?

- **Decisive Point**
  - Where is the decisive point for you?
  - Where can you exert your influence?

- **Communication**
  - What and how are you communicating?
  - What tone are you setting?

Questions

Learn More about MG (Ret.) Malcolm Frost