



## 2 Leading in a crisis

When your organization is in the midst of crisis, use these prompts as a regular touchstone to reflect if you are delivering the leadership needed to get your organization through.

### Do not try to lead on your own.

Draw on a leadership team of people that you can trust. Seek out multiple perspectives and be sure to stress test key decisions.

### Stay true to your core values.

Think about what is really important for you and your organization and make sure that these do not get thrown out of the window just because you are in the heat of a crisis.

### Create an elevator speech of what you want to achieve.

Clearly articulate what it is that you want to achieve during the crisis and what the key priorities are. Get people inspired about what they can achieve.

### Lead from the heart as well as the head.

People need to know that you care about them and are committed to supporting them. Be present and available so that people know that you are there to lead them.

### Maintain a strategic focus.

Do not get drawn into micro managing the operational response to a crisis. The more that you get buried in the detail, the less you can lead.

### Reach out to others.

Utilize your networks, your colleagues and your friends as your support network so that they can help you through your time of a crisis. You would do the same for them if it was their crisis.