



4

Leveraging your social capital during a crisis

The relationships your organisation has fostered over time are a significant asset during times of crises – be sure to utilise them.

Reach out

During a crisis many of us become defensive and withdraw from people, but this is the worst possible response for your business. People cannot help you if they do not understand your situation. Although you might think everyone knows what is going on, they may not. Be the one to reach out - make the phone-call.

Be nice

People don't have to help you – they need to want to help you. And yet, when we are stressed and under pressure, we are often abrupt and abrasive. Always try to find ways to nurture the relationship.

Try to be open

Help will often come from unexpected quarters so talk with many different people and try to be open about the situation. If people feel your situation is highly confidential, then they can't reach into their networks to find the help that you need.

Give in order to receive

If you want people to help you during times of crisis, then you need to be prepared to help others when they are in crisis. This karma will often come back to you in unexpected ways.

Keep checking in

Crises often move rapidly. What you need today is not likely to be what you need next week. Keep people updated with the latest situation so the ways they help you can evolve in synch.

Be specific about the help you need

Many people might want to help, but they don't know how to. Sit down and make a wish list of those things you would really like right now – it might be a confidant to bounce ideas off, someone to help with your family, it may be practical operational support, or it may be specialist advice. Get your needs clear in your mind, so when people offer you can suggest the best ways for them to help.