

For All Leader Checklist:

The “Three Do’s” For Leading Through Crisis

Times of crisis bring dozens of decisions every day that determine the fate and survival of your company. Finding the right focus through those decisions is critical and exceptionally challenging.

Sometimes that focus comes from what a leader doesn’t do versus a list of the 72 things to think about. In that spirit, here are the “**three do’s**” to get to a better path.

1. **Involve others**

Business executives can be tempted to turn inward or to just a few colleagues amid periods of high stress. That’s not wise. It’s more important than ever to create a culture of inclusion where all employees—including those from historically marginalized groups—feel connected, respected and involved. Here’s how:

- Let employees know you need their help
- Conduct listening sessions (How can we get business now?)
- Give employees a problem where to best help the business
- Lead with your purpose and values

2. **Lead with purpose and values**

Leaders must pay attention to their numbers during the sharp economic downturn that has hit. But just as importantly, leaders must focus on the human side of the business now—to things like checking in on employees’ wellbeing, the health of their families and how their communities are doing. Here’s how:

- Let people get things done in their own way on their own schedule
- Support people in connecting personally when working remotely
- Up your mental health support

3. **Describe what you hope for a few months from now**

Each day during this pandemic-recession raises pressing questions for leaders. But even as you put out fires and address immediate problems, it’s vital to provide a positive vision for the future. Here’s how:

- Share your own humanity and your appreciation of your people’s humanity
- Talk positively about the future while staying grounded in today’s reality
- Keep confidence in management high by describing what you are learning about the current situation’s impact, and how you are working with your team to make decisions
- Describe how you’ll work to put money into employees’ pockets...ASAP