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DAREBIN BUSINESS WEBINAR SERIES

Leadership during difficult times

Presenter Name Corina Lorenzi

TODAY'S TOPICS

- 1. What people need from you as a leader during difficult times**
- 2. How to retain talent that will support your business continuity plan**
- 3. How to craft your key message that will help your business move forward**

THREE KEY DIFFERENCES

Leadership and Management

Counting value vs Creating value

Circles of power vs Circles of influence

Managing work vs Leading people

When do you need to be a manager and when do you need to be a leader?

WHERE ARE WE NOW?

- 1. Economical downturn that affects businesses and individuals**
- 2. High level of uncertainty and anxiety**
- 3. Increased mental health issues**

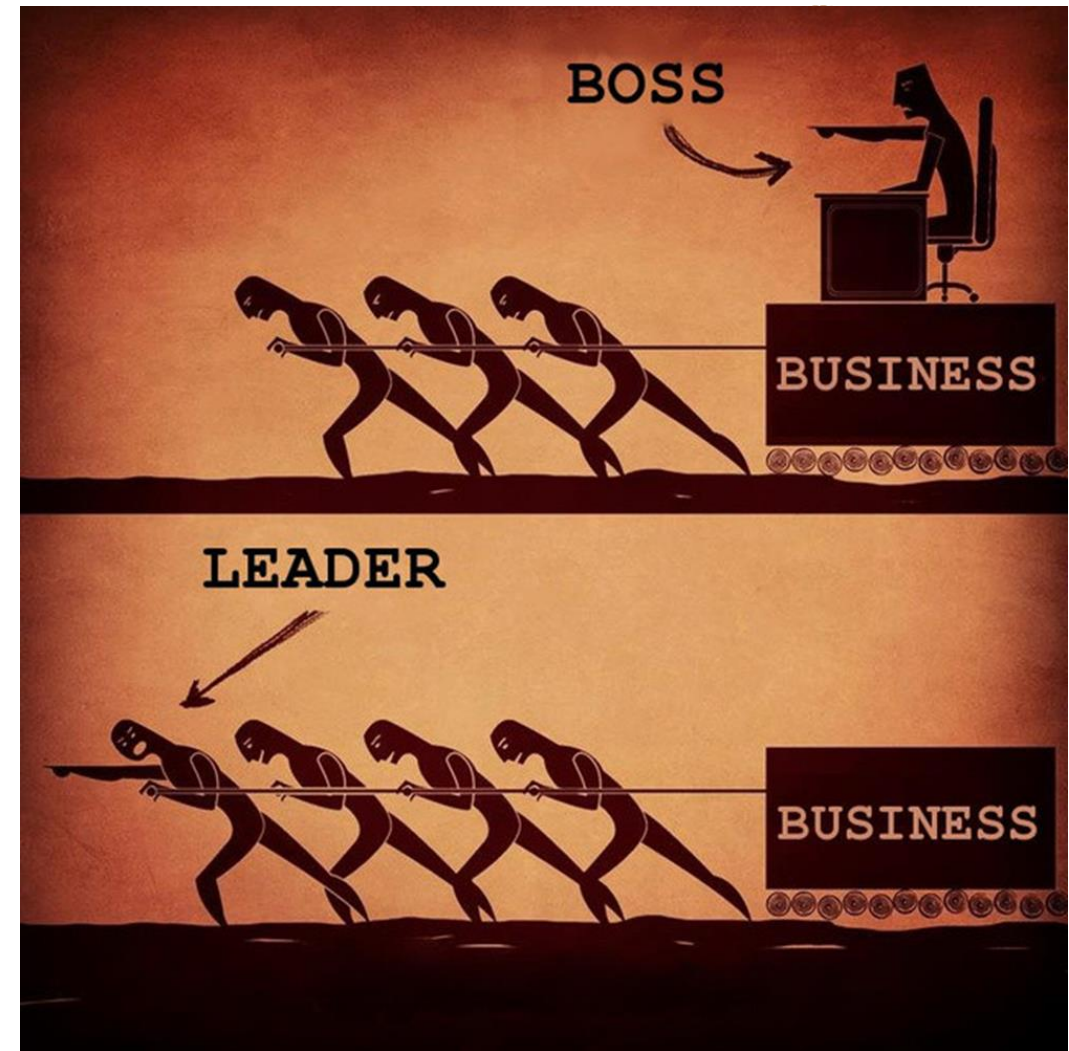


**What do your team
members need from you
during difficult times?**

Leading from the front in times of crisis

Certainty

Connection



Providing Certainty and Connection During Difficult Times

1. Control the controllables - routines, rhythms, rituals

2. Establish trust


$$\text{T} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}}$$

Trustworthiness

3. How can we see this as an opportunity? – invitation to contribute

How to retain talent that will support your business continuity plan?

Business As Usual vs Times Of Crisis

Leadership during difficult times

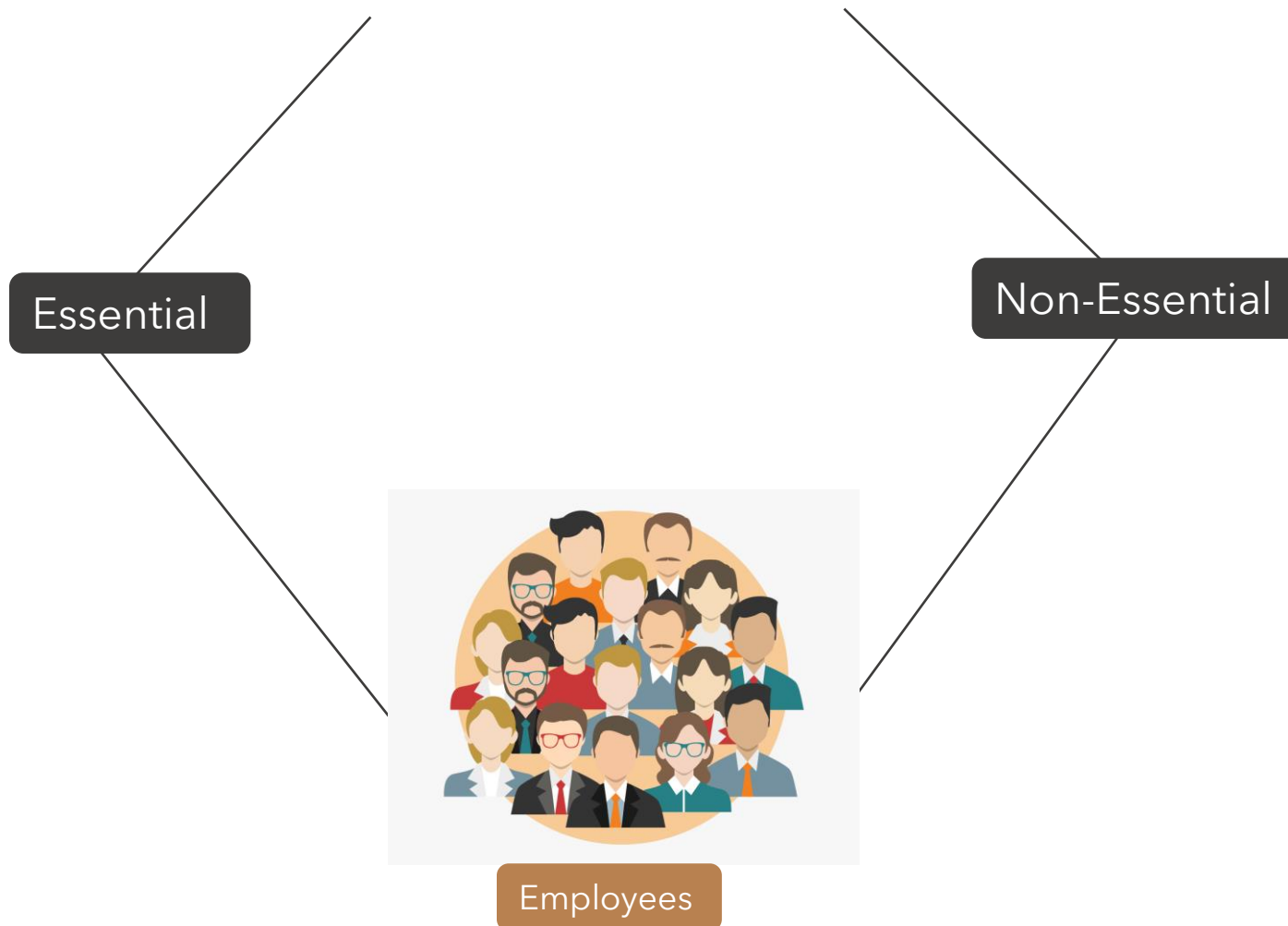
"I've learned that
people will forget
what you said,
people will forget
what you did, but
people will never
forget how you
made them feel."

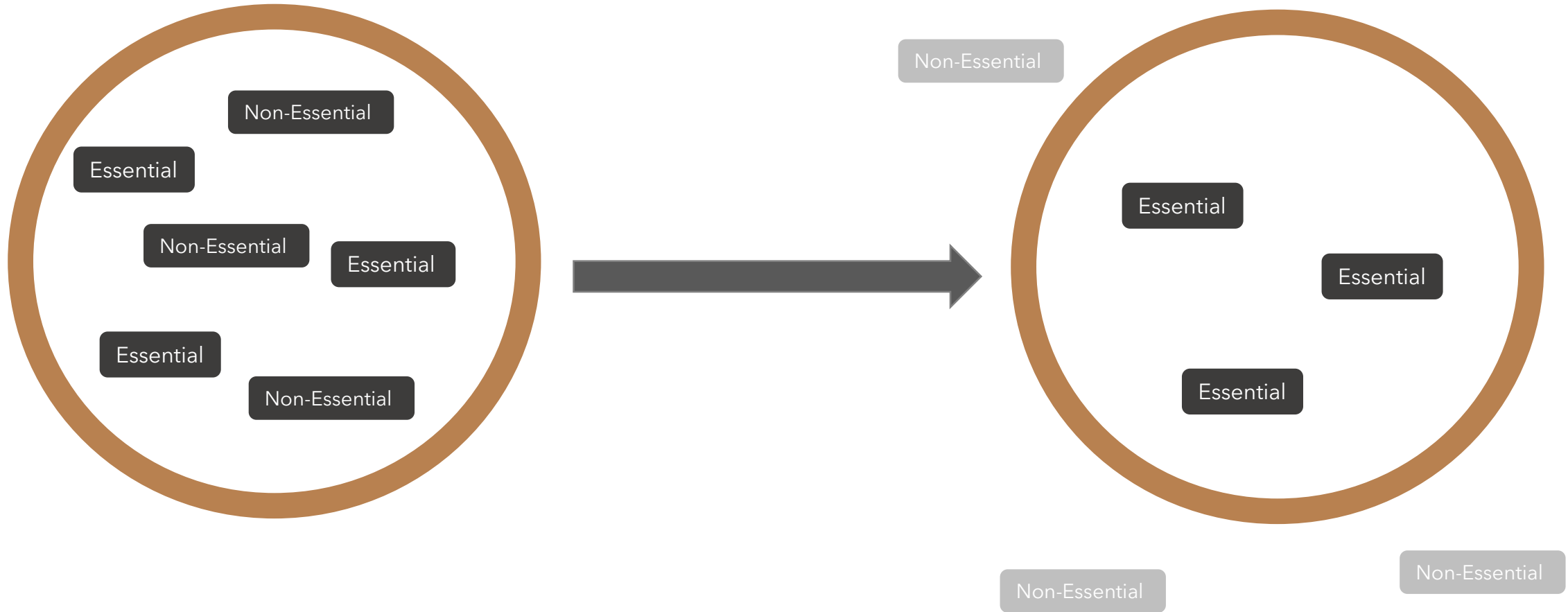
Maya Angelou



How do I show up as a leader in times of crisis?

BUSINESS PRIORITIES







Communication during difficult times

Positive and consistent communication

Weekly huddles, daily meetings,
What-Went-Well exercise

Be honest and candid

Authentic leadership, what's next

Clear expectations

New priorities, autonomy, changes



elite success

STRATEGIES

A Marble - for when you lose yours

Tea, coffee and a snack - to help relax and remember the good times and think of those yet to come

Gum - to remind you that a team sticks together

Mints - because you are worth a mint to us!

A rubber band - be flexible; stretch but don't break

A shiny coin - to bring you luck

A lolly pop - to help remind you to find the childlike joy in small moments

A puzzle piece - to let you know that our family is incomplete without you. Bring it with you in the first week so we can be whole again.





Leadership during difficult times

What kind of leader do I need to be today?

What do I need to do today to step up as a leader in times of crisis?



KEY TAKEAWAYS & QUESTIONS





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DAREBIN BUSINESS WEBINAR SERIES

How to bring the best out of your employees

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