



HOW



RESPOND TO CRISES

With great crises come great opportunities; those who see and respond have great influence!

COMPASSION

- ✦ Be empathetic and relatable—convey understanding, share feelings, and impart hope.
- ✦ If necessary cut your salary and model sacrificial giving in time, energy and resources.
- ✦ Address urgent needs while maintaining a focus on your people and ultimate mission.

CLARITY

- ✦ Be clear about your vision and outline flexible plans to navigate through the crisis.
- ✦ Share what you don't know, problems you are anticipating, and reasons for hope.
- ✦ Speak courageously about the future while avoiding certainty on outcomes.

CREATIVITY

- ✦ Brainstorm with your team about opportunities to launch new products and services.
- ✦ Restructure your systems to ensure the safety and well-being of your people.
- ✦ Prioritize your people by offering them new opportunities for personal development.

*This crisis **IS** your catalyst for new ideas, growth, and character development—don't waste it!*

Concerning your employees:

- Reconfigure work and office areas to ensure safety.
- Provide necessary resources for people to work from home.
- Meet regularly via online meetings for work and encouragement.

Adapting to
COVID-19

Practical
IDEAS

Regarding your operations:

- Focus on core mission and cut out distracting projects.
- Increase your online sales and marketing strategies.
- Provide contactless payment options and hand sanitizer.
- Pursue new manufacturing opportunities and install robotics.