

Let's help you get through  
this and come out stronger

# 1 *Be honest*

The world over for the last few years, honesty has been in short supply. It's impossible for business leaders to know what the world will be like when the crisis is over. So, be honest and tell people that!

Because of all the uncertainty, you've got a Plan A, a Plan B, a Plan C, D, E, F up to a Plan Z to be able to deal with any eventuality to create a future for the business. And if those don't work, you'll work with the team to come up with something that does.

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# 2 *Focus on attitudes and mindsets*

Because it's impossible to work out a perfect response, we all need to develop the right attitudes and mindsets to be flexible, nimble, agile and brilliant at responding positively as the situation develops.

Create a network of teams to advise on rapid and effective problem-solving measures to deliver on the priorities you've established that need to be focused on. You'll be amazed at what people at various levels in the organisation come up with!

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# 3 *Be empathetic and full of integrity*

Your people don't care how much you know until they know how much you care. People are fearful (in this instance, for their lives, and the lives of loved ones, as well as for their jobs). Understand that, when people are stressed, their ability to process information reduces by, on average, 80%.

Attention spans shrink to 12 minutes or less and people are only able to retain three main messages (i.e. Stay at Home, Protect the NHS, Save Lives), so keep the messages clear and concise and use graphics, analogies and personal stories to improve retention of key messages,

Also, be Ninja role models for the advice and messages you are communicating.

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# 4 *Ask for help*

Don't try and play the super hero and try and do it all on your own. Good leaders know they need help, guidance and support – both in terms of what to do, and also in terms of how to do it.

Create “think tanks” and “a deployment team” 1) for people to come with ideas and, 2) to implement them brilliantly in practice.

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