

WAYS
YARD









- ❑ Communicate with firm & direct confidence, yet share your vulnerabilities
- ❑ Have open communication lines with your team, both up and down the chain
- ❑ Ask for help and solicit advice from experts as you build your task force
- ❑ Control your emotions, remember to breathe
- ❑ Lead with empathy and understand how your message affects all levels of the organization and the larger market
- ❑ Understand what your peers are doing, or plan to do
- ❑ Be patient. Find ways to buy time
- ❑ Levity or some level of humor, at the right time, can be very effective
- ❑ People want to be lead, be prepared to lean forward in the face of adversity
- ❑ Be the person people trust in moments of crisis
- ❑ Ultimately, do what's right, even if it can negatively affect the near-term bottom line
- ❑ Challenges only present an opportunity to improve. The obstacle is the way!

