

# LEADING IN A CRISIS



## 5 Cs

Here are the 5 actions a leader should take in a crisis or downturn. The first is the most important, do the other in whatever order makes sense.

You will be feeling anxious, so will your staff. They are looking to you for guidance and support. It is more important than ever to stay in context, the 5 Cs help you to achieve this.



### COMMUNICATE DAILY

- Send out a daily communication to all your staff. Phone/email/video. You must over communicate at a time like this.
- They want to know you're working and acting.
- Stick to the facts. Present what is happening, good or bad.
- Note what is being done to address negative items
- Communicate now, don't over think it. Your team will be thankful.



### CLIENT / COMMUNITY SUPPORT

- Put yourself in a giving space – everyone will be in shock, panicking and stressed. What your client and the community need right now is kindness and support. What can you do?
- Remember this will pass and people will remember kindnesses shown to them
- Be positive. Help people. IT WILL MAKE YOU FEEL BETTER



### CLEAN UP & CATCH UP

- This is a great opportunity to clean up your internal business processes and procedures or build new ones, becoming more efficient ready for when this is all over.
- If there is a down turn in work use that time wisely. Learn something new that will help you in the future. Tidy up. Do that project that you kept putting off because actual work got in the way.
- Ensure you're building and ready to hit the road running when you get through this crisis.



### CASH, CASH, CASH

- At times like this cash is king. Act fast and act hard. The survival of your business is at stake.
- Talk to your lenders today about payment holidays, don't be proud
- Clean up any unwanted expenditure
- Advise your staff to do the same to their own personal finances. This may effect them and they need to be ready.
- In a pandemic, everyone is in the same boat. And your staff will be willing to work with you. They don't want to lose their job anymore than you want to lose them.
- Control what you can. This will make you feel better.



### KEEP CALM

- This is a stressful time. Guess what? When your stressed you make bad decisions.
- Get your advisors around you. If you haven't got any, find some. Someone wiser and more experienced than you. Ask them for help, they will want to help you.
- Talk to others
- Make sure you look after your friends, family and colleagues.
- Remember, this will pass and you'll be more experienced for it.