

10 TIPS FOR LEADING IN UNCERTAIN TIMES

- 1. Acknowledge your team members worry** – and your own. You become more authentic, and employees trust you more.
- 2. Be empathetic.** Empathy is a superpower and creates increased engagement among everyone. So be more interested than interesting!
- 3. Be transparent and clear.** People want to understand and get rid of confusion. The clearer you are, the more trust you can get. Trust creates more engagement.
- 4. Involve more than you inform.** Use employees' *Collective intelligence* i.e., experiences and ideas. You do not have to have all the answers yourself.
- 5. Care about your customers.** It is amazing how many people treat customers poorly despite uncertain times. Be your best and turn your customers into ambassadors and loyal customers.
- 6. Lead by example.** No fruit baskets for management if you have removed them for everyone else. No fat bonuses when everyone else is without. Do not think that employees do not see through such things.
- 7. Talk about how you talk.** In uncertain times, it's easy to talk about impending disasters. "Who's next to turn in their badge? Are they shutting down this department?" etc. Trash talk and negative talk affects our motivation and we all will suffer.
- 8. Be available.** Your employees want to know that you are not hiding but dare to be there when they want to air problems or worries.
- 9. Focus on what's good.** By commanding our brains to look for positive news, we can increase resistance, feel more gratitude, have more fun and reduce stress.
- 10. Do something.** With action comes motivation. Focus on what you can do and then just do it