

DEAR LEADER // A CRISIS IS DEFINED AS A TIME WHEN A DIFFICULT OR IMPORTANT DECISION HAS TO BE MADE. WE OFTEN DON'T SEE A CRISIS COMING AND AREN'T PREPARED. WE ARE CHALLENGED TO MAKE DECISIONS WITHOUT ALL OF THE INFORMATION. WE ARE EXPERIENCING A GLOBAL CRISIS THAT NEEDS LEADERS LIKE YOU TO LEAD. THIS COVID-19 CRISIS IS HAPPENING NOW, BUT WILL CERTAINLY NOT BE THE LAST CHALLENGE WE WILL FACE. WE MUST BE READY. WE MUST BE PREPARED. WE MUST LEAD. **WHEN FACED WITH A CRISIS AS A LEADER, WILL YOU RISE TO THE CHALLENGE OR WILL YOU FALL?** THE TOP 10 THINGS LEADERS DO IN A CRISIS: 1. ALIGN EXPECTATIONS // 2. KNOW THAT ALL EYES ARE ON THEM // 3. STAY POSITIVE // 4. TELL THE TRUTH // 5. KNOW WHAT THEY STAND FOR // 6. DEMONSTRATE EMPATHY // 7. SEE THE BIG PICTURE // 8. SLOW DOWN AND STAY CALM // 9. HAVE A PLAN // 10. SIMPLY LEAD // **LEADERS SIMPLY LEAD.** THEY WORK FROM WITHIN THEMSELVES - WITH THE COURAGE, EMOTIONAL INTELLIGENCE AND INTEGRITY TO NAVIGATE THE CRISIS AROUND THEM. THEY ARE PREPARED, THEY DON'T PANIC. THEY CARE AND COMMUNICATE IN SERVICE OF OTHERS. **LEADERS ARE ORDINARY PEOPLE DOING EXTRAORDINARY THINGS.** THEY SEE THE OPPORTUNITY IN A CRISIS TO TRANSFORM THEMSELVES AND THE WORLD AROUND THEM. DON'T MISS AN OPPORTUNITY TO LEAD AND TO RISE ABOVE THE CHAOS AND CRISIS WHEN EVERYTHING SEEMS IMPOSSIBLE. **THE WORLD NEEDS YOU.**