



Dave Anderson Presents

How to Effectively Lead Through Crisis Part I

DAVE ANDERSON

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Dave "Mr. Accountability" Anderson is a leading international speaker and author on personal and corporate performance improvement. After an extensive career in the automotive retail business Dave, along with his wife Rhonda, began LearnToLead in 1999 with the goal to help individuals and organizations reach their personal and corporate potential.

The author of fourteen books, and host of the wildly popular podcast, "The Game Changer Life," Dave's no-nonsense messages impact readers and listeners in nearly 80 countries. Dave speaks 100+ times per year to a wide array of businesses, athletic teams, and nonprofits. He is the creator of REDBELT4M, a virtual training platform for amateur and professional athletes, coaches, and athletic staffs.

His immediately applicable messages, energized and dynamic presentation style, and unmatched content positively focus, equip, and inspire teams to do better - and the principles he shares resonate with audiences from a broad spectrum of industries.

His direct, often humorous, and somewhat politically incorrect approach has earned him the nickname, "Mr. Accountability," and his in-the-trenches background of starting and running world-class businesses, coupled with his relatable non-academic approach creates unmatched connection that resonates with his audiences and moves them to action.

Dave and Rhonda are also co-founders of the Matthew 25:35 Foundation, which helps feed, clothe, and house under-resourced people worldwide. In his personal time Dave enjoys the martial arts and holds a second degree black belt in karate. He has been married over three decades to Rhonda, and enjoys life as a grandpa immensely.



**“SUCCESS IS NOT
A DESTINATION
THING - IT IS A
DAILY THING.**



The Game Changer Life Podcast



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Opening Thoughts: Crises come and go throughout a business career and require a different style of leadership to maximize results when chaos becomes your new normal. Following are the first steps in a two-part series for leading effectively in a crisis; an essential skillset in leaders who last, over time.

Two Opening Thoughts on Leading Through Crisis

1. In many respects it is easier to lead through _____.

This is because you have people's attention in a way you don't have when all the seas appear calm and there's no visible threat. In a crisis there is more alertness, urgency, and willingness to put differences aside and come together for a common cause.

2. Remember that a crisis will always expose the _____ of the good times, so look for lessons you can correct and not repeat once things return to normal.

In this regard, you can emerge from a crisis stronger, wiser, and better than when you entered it.

First Steps for Leading Effectively Through Crisis

1. Lead yourself with _____.

This includes staying disciplined and focused personally, maintaining productive routines and refusing to compromise your values even when things get tough.

- A. If a crisis feels like it's an _____ for you (perhaps you've been shut down, are quarantined at home, etc) it's essential that you focus on maximizing your off-season and not getting lazy in your off-season.

The off-season is where champions develop an edge.

- B. Remember that being furloughed or quarantined isn't a license for _____.

Maintain regular health and hygiene habits, keep a daily work schedule, don't sleep in, do productive projects that maintain self-esteem and a feeling of accomplishment.

2. Decide your most essential personal and corporate _____ up front to ease decision-making and keep your main things your main things.

Samples may be: Maintain a positive presence on social media to keep visible and relevant; put a plan together to maintain key employees, adjust policies to build goodwill and make it easier for customers to do business with you during difficult times, devise an electronic message to maintain contact with furloughed team members and keep them engaged and informed on what's going on, etc.

- A. Remember, once you decide up front what's most important, decision-making is _____, more effective, and you buy back time to invest in other areas.
3. Spend more time in the _____.

In times of crisis, if people don't see or hear from you, they assume the worst, not the best. Even if you can't be someplace physically, you can communicate through video, email, updates, texts to keep people informed and engaged. This is NOT the time to become aloof or invisible. Followers need to see and hear from the leaders in times of crisis. This is when leaders SHOW UP.

- A. Communicate quickly, _____, and continually point to the positives that lie beyond the crisis. No crisis lasts forever.

If you don't know answers to questions you're asked, tell people. Don't guess. Find answers, Get back to them. Even if there isn't an answer, tell them there isn't an answer and you'll let them know when there is one.

4. Focus more than ever on key _____ than on outcomes.

In a crisis, outcomes are less certain so if that's what you're focused on you'll get frustrated and people won't feel like they're winning. Focus instead on what you CAN control: executing the right activities every day. Manage those. Track those. Celebrate those. Since the right activities eventually produce the outcomes you must invest more there when outcomes are less predictable.

- A. More than ever you, and your team members, must focus on the aspects of your job overall that you CAN _____. And there's a lot you can control!

Key aspects like attitude, where you spend your time, with whom you spend it, following processes, planning daily routines, holding yourself and others accountable are all essential to maintaining healthy habits, strengthening your culture and positioning you for greater success once more certain times return.

ACTION PLAN:

How to Effectively Lead Through a Crisis Part I

- In what way(s) can you do a better job of leading yourself with excellence?
- Determine your most essential personal and corporate priorities, and list them below. Remember that these will be a filter for your decision making and will keep your main things the main things.
- Are you staying in touch with your team, remaining visible, and keeping communication channels open? How can you spend more time “in the trenches?”
- What activities do you need your associates to focus on, and how will you get them to maintain that focus on the things that they can control, and that will drive eventual results?