

DAVE ANDERSON'S
LearnToLead®



Dave Anderson Presents

How to Effectively Lead Through Crisis
Part II

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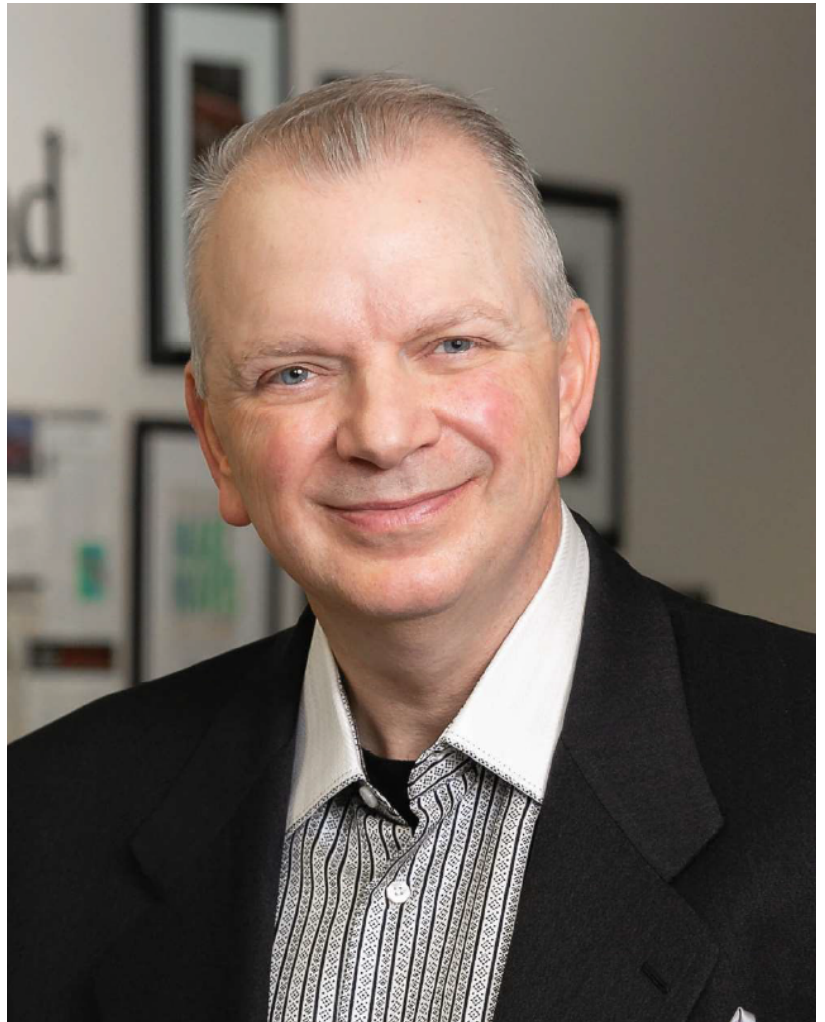
Dave "Mr. Accountability" Anderson is a leading international speaker and author on personal and corporate performance improvement. After an extensive career in the automotive retail business Dave, along with his wife Rhonda, began LearnToLead in 1999 with the goal to help individuals and organizations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

Opening Thoughts: Leading effectively through crisis is an essential and valuable skill set one must develop to become a leader who not just lasts, but prospers, during up and down times. Picking up from Part I of this series on effectively leading through crisis, here in Part II of this program we'll quickly review the initial steps and then expand on those strategies through secondary steps you can take.

Quick Review of First Steps Shared in Part I

1. Lead yourself with _____.
2. Decide your most essential personal and corporate _____ up front to ease decision-making and keep your main things your main things.
3. Spend more time in the _____.
4. Focus more than ever on key _____ than on outcomes.

Secondary Steps for Leading Effectively Through Crisis

1. Leverage the unique advantages a _____ presents.

During a crisis people are already uncertain, uncomfortable, and apprehensive. Because of this, it's far easier to implement changes than when those changes would upset or disrupt someone's comfort zone.

- A. Don't miss the opportunity to make needed changes in policies, _____, schedules, pay plans, personnel alignment, headcount, and more.
2. When asking for sacrifices from employees, the leaders should go _____.

People are more willing to sacrifice when they feel the sacrifices are shared, and that they're not being singled out for disproportionate or unfair sacrifice.

- A. Depending upon the size of your organization, asking for sacrifice can be done in _____ or one on one.
- B. It's best to let people know you might ask _____ you ask.

- C. Explain the sacrifices leaders are _____ up front.

For people to feel like they're "in this together" they need to understand that everyone is sacrificing something for the good of the team. People will rebel when they feel different groups of teammates or peers are playing by a separate set of rules or are prospering while they suffer.

3. Make the crisis _____ you by learning and applying lessons to make you stronger, wiser, and better both personally and as an organization.

A key aspect of making a crisis happen "for" you instead of happening "to" you is to recognize past personal and organizational weaknesses and then fix them to become stronger than ever. These may include but aren't limited to:

- A. Creating greater _____ and/or consequences to improve accountability and remove deadweight faster going forwards.
- B. More highly structure people's days with essential activities so they can get _____ done, and you can accomplish more with fewer people.
- C. Prioritize your own daily _____ so you have more time to build relationships with and impact people — which will make them more likely to buy into your changes and leadership going forward.
- D. Recognize areas you need to become easier to do business with in order to _____ the customer experience with you.
- E. Improve _____ in areas where individual and organizational weaknesses were exposed.
- F. Eliminate or adjust expenditures in areas you found you were able to _____ without during the crisis.
- G. Hold an AAR (After Action Review) with your leaders to discuss and implement these _____ while they're still fresh in everyone's mind.
- H. Evaluate current "entitlements" (where people get something for nothing) and use the crisis as _____ to attach qualifiers to those perks going forwards — or to eliminate them altogether.

