

Think Outside Yourself

In 'normal' business conditions we can often succeed through being both well-connected and highly-responsive. In times of crisis, however, we have to raise our game to think more intensively about a third aspect, how we can add value and build trust.

Respond to the following demands:

- How can I remain connected to my stakeholders? Can I support them with their emerging needs? When better times return, ensure you are well-placed to do business.
- Be creative in helping stakeholders. What do they need, and what solutions can you offer? Proactive gestures will strengthen these valuable relationships.
- Just as 'a friend in need, is a friend indeed', when you act consistently with integrity during hard times, you reach the highest levels of trust.

