

Communicate, communicate, communicate

By 'communicate' we don't mean drowning people in data; especially in crisis situations, people should be given as much information as they need, and no more! What we do mean by 'communicate' is to allow plenty of opportunity for conversations, and that means listening as well as, or even more than, talking. We are always drawn to St Augustine's wise words: "I learned not from those who taught me, but from those who talked with me."



- Leading in tough times requires us to be 'People' people; Emotional Intelligence author Daniel Goleman put it simply: "... if you lack empathy, you will fail." Stay as tightly connected with your colleagues as possible, and create as much 'psychological safety' as possible.
- In a time of crisis, leaders can't always fix the problem, but they will try to make the best of the situation. Fostering strong relationships and commitment is the best possible platform to inspire the resilience and performance that helps everyone get through the crisis.
- Our tip is singular and simple: **Have more conversations!**