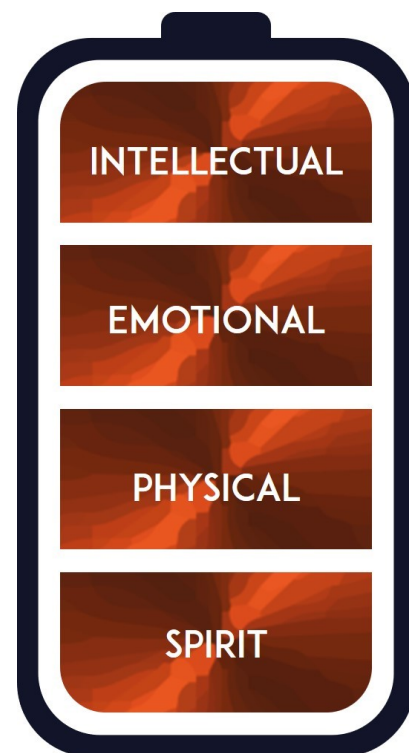


Four Energies

Steve Radcliffe's book *Leadership Plain and Simple* explains how leaders need to exude four types of energy to be fully effective. Intellectual energy is all about thinking both analytically and strategically. Emotional energy relates to the warmth of human connections. Physical energy refers to the activity that mean 'things get done'! And, Spirit energy applies to those who display optimism and a 'can do' attitude.



Think about the following actions:

- **Intellectual.** Encourage everyone to contribute ideas about how the business, and colleagues, can best cope with the challenges.
- **Emotional.** Give people some of your precious personal time. Ask how they are doing? Help them in any ways you can; even small gestures can make a huge difference.
- **Physical.** Ensure that panic doesn't trigger the wrong actions, or prevent people taking action at all. Keep a sense of calm, and focus on the things that will make a difference.
- **Spirit.** Help people to believe in themselves and recognise that taking the right actions now will improve everyone's prospects of surviving the crisis, and thriving beyond it. We have to believe we can achieve if we are to have any chance of success.