

TIPS FOR GREAT CAPTAINS OF CHAOS WHEN DEALING WITH WEAPONS OF BUSINESS DESTRUCTION

WHEN CRISIS STALKS AND SMOULDERS

- Understanding probabilities and reducing the impact of unknown events were fundamental to Sun Tzu's thinking.
- These days the art of Risk Management is to pick the important problems and solve them first. The art of Crisis Leadership is to solve these problems before they arise.
- Some may say that business is a commercial form of warfare. Success in business is based on leadership as it is in warfare.
- Other factors such as information, preparation, organization, communication, motivation and execution also contribute to success but their effectiveness is entirely determined by the quality of leadership.

WHEN CRISIS STRIKES

- Leadership or its lack is often the most critical factor underwriting success or failure in managing a crisis. Success is more attitude than aptitude.
 - Multitasking, prioritizing and delegating
 - Remaining cool under pressure
 - Making tough choices
 - Empathizing
 - Making quick and effective decisions
- **Be Human.** Outside the Boardroom, leaders need to make themselves emotionally available when extricating people from painful situations. Be pragmatic and people first. There is no legal risk in saying sorry.
- **Be Brave.** Fear is contagious, but so is courage. Inside the Boardroom it takes courage to stand up and speak, but also to sit down and listen.
- **Have Options.** When running from an elephant, running faster than the person next to you is one option but realizing that zigzagging will stop the elephant dead in his tracks maybe better.

During a crisis, a leader's responsibilities become infinitely more important.

Nothing defeats anxiety and fear like clarity and understanding.

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