

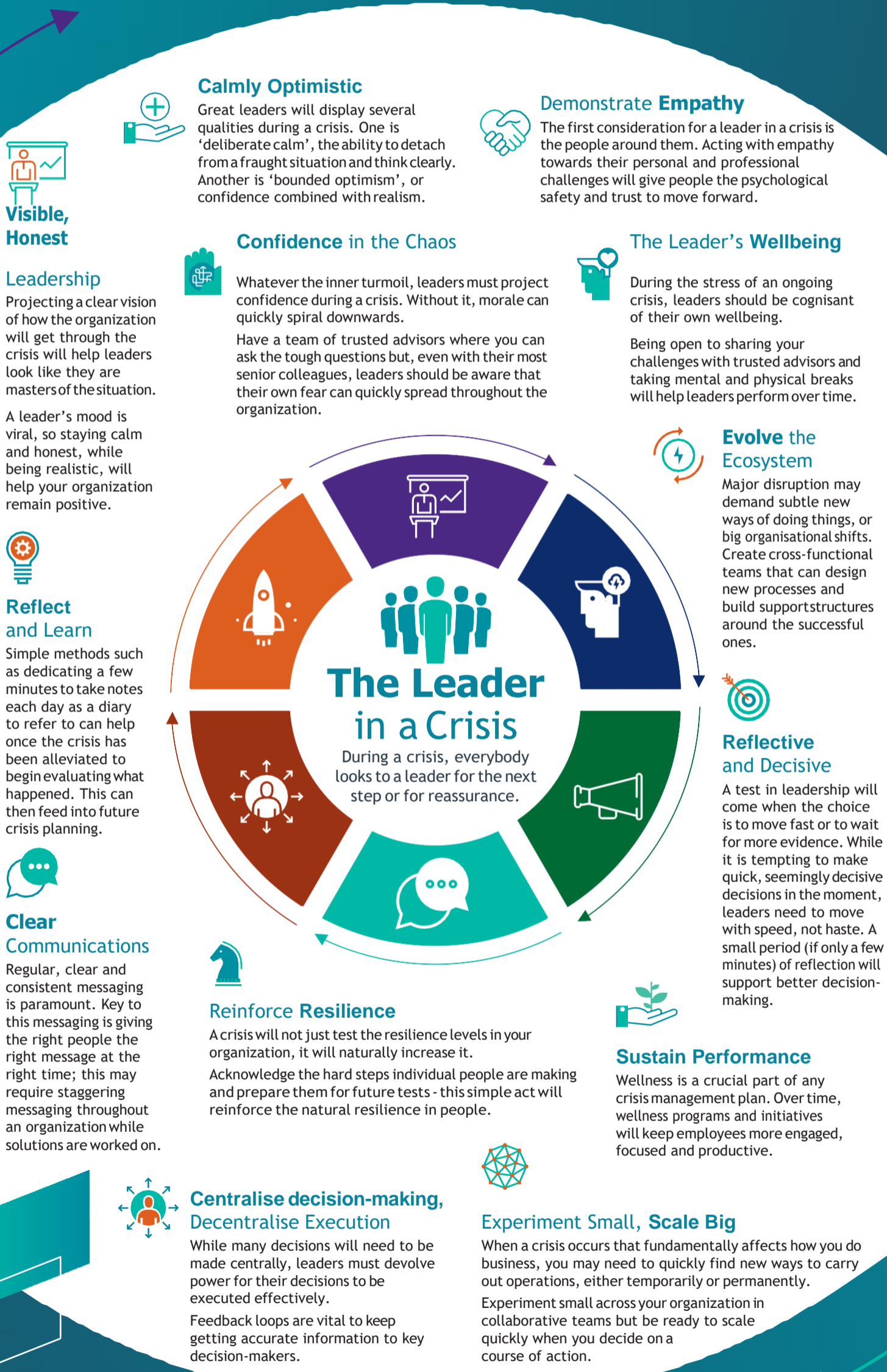
Leading in a Crisis

A look at the mindset, techniques and behaviors a leader needs in a time of crisis.

Purpose as a Guide

In a crisis, a lot of elements can move very fast, leaving some frontline decisions out of the hands of leadership.

A strong culture and clear organizational purpose will allow your teams to feel more empowered to make the right decisions.



Build Trust

An overarching principle for any leader in a crisis is to take actions that build trust. Organizations with high levels of trust are more agile and responsive.

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