



HR Strategy Series: Leading Through Tough Times

Headline:

Similar to a “personal health crisis”, COVID-19 presents a unique leadership opportunity to both *respond* and *pivot* in ways that increase business resiliency for the future.

Lessons for Business:

- What behavioral changes can be applied from this “business health crisis”?

Lessons for Leaders:

Empathy in Leadership

- Add a new title: Chief Empathy Officer
- Amp up the empathy! Don’t underestimate how anxiety impacts your team.
- Acknowledge the “brutal reality”, fear and uncertainty while expressing optimism about the future. Balance is key!

Communicate more than ever!

- Communicate more, not less, even though the way forward may be unclear
- Employees need honesty and transparency – the real picture! Change isn’t easy, but employees will figure out how to deal with it.
- Avoid ambiguity or sparse communication. Just lay it out for them (with as much empathy as possible).
- Engage employees in generating alternatives and possible solutions to build trust and greater sense of ownership.

Infuse more AGILITY into your business

McKinsey’s Organizational Health Index shows that businesses with both speed and stability have a 70% chance of being ranked in the top quartile of organizational health (and organizational health is a strong predictor of strong financial performance).

- AGILITY is the capacity to flex; to scale up or down with speed and precision.
- What about your structure, strategy or systems hinders agility in your business?
- Tough times can be the genesis of innovation and breakthroughs for future business growth

For further questions or assistance, please contact Clint Parry at Focus HR – (520) 301-4327 or clint@focushr.net.