

## LEADERSHIP IN THE CRISIS ENVIRONMENT

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Certainly no one could have prepared for the type of crisis Covid-19 has unleashed upon our country. The big question is if your company, like many others, failed to have a crisis management strategy in place. Odds are, they didn't.

Putting a Crisis Management Team in place, has never been more crucial than today.

**INSTEAD OF THINKING OUTSIDE THE BOX,  
GET RID OF THE BOX. — DEEPAK CHOPRA**



### TEAM BUILDING

One of the tenants of great leadership is teamwork. It is important to have an empowered team in place, with people who can make quick decisions and streamline directives.

Your leadership team should consist of functional stakeholders from the key areas of your business: production, warehousing, and/or services (depending upon your industry), marketing/media, legal, top executive/owner, HR/office admin and a team lead.

Pinpoint your business' immediate needs and gather more information if necessary. If any other employees are deemed absolute to the urgency of your situation, they should be designated as such and invited to the table. Keep confidentiality to avoid rumor mongering and emotional unrest.

Team focus should be lent to assessments, risks and remedies covering: health and safety, work stoppage, customer/revenue loss, staff reduction, employee welfare, financial liabilities and expense reduction measures.

Tackle your task list and track your progress daily. Make adjustments and/or take additional steps as necessary. Stay calm, focused and connected to each other.

### SPEAK HONESTLY

Good communication is a vital component of crisis management. Create a daily update channel to keep the lines of communication open with your employees in a time sensitive, honest and confident manner.

If your company needs to communicate with the public, your voice should be committed to solution, cooperative and fluid. Keep sound bites to 15-30 seconds and digital statements made by email and online channels written in concise and clear language.

Track media reporting and call for immediate corrections when needed. Monitor audience and industry response for additional interventions as necessary.

## EMBRACE CHANGE

When you think of embracing change, keeping up in a fast-paced world, flexibility and quick adaptation, comes to mind. The challenges of replacing revenue lost in crisis will call upon all these things and more.

Creating alternative revenue options scares people – it's tough to think of different ways to make money in crisis mode, especially when the course you were on was working just fine. Reinvention may fast become your mother of necessity and greatly disrupt your normal operating standards. Get ready.

Can you repackage, reprice and redistribute the current products you make? What add-on values and/or services could you attach to your normal output? What industries could you serve that you normally wouldn't? Can you alter your customer profile? Make the switch from a B2B to B2C marketplace? Could you meet these new service and production needs to do so? What grass roots marketing could you put in place (for cheap) to get the word out?

Brainstorm options and let the ideas fly! If you are determined to sustain business operations, embrace change. Stay positive, creative and open minded. You may just end up with bigger and better on the other end.

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*Drawing from 30+ years of industry experience, PPG Founder, Tim Vlcek, helps SMBs realize best margins, performance and profits. If you'd like help working through your current crisis management challenges, please feel free to contact him directly at:*

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