

A sunset over a body of water with a hand holding a telescope in the foreground. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft, wispy clouds. In the foreground, a hand is holding a telescope, with the sun's light reflecting off its lens. The background shows a blurred view of a building or structure, possibly a ship's deck.

Leadership In A Crisis

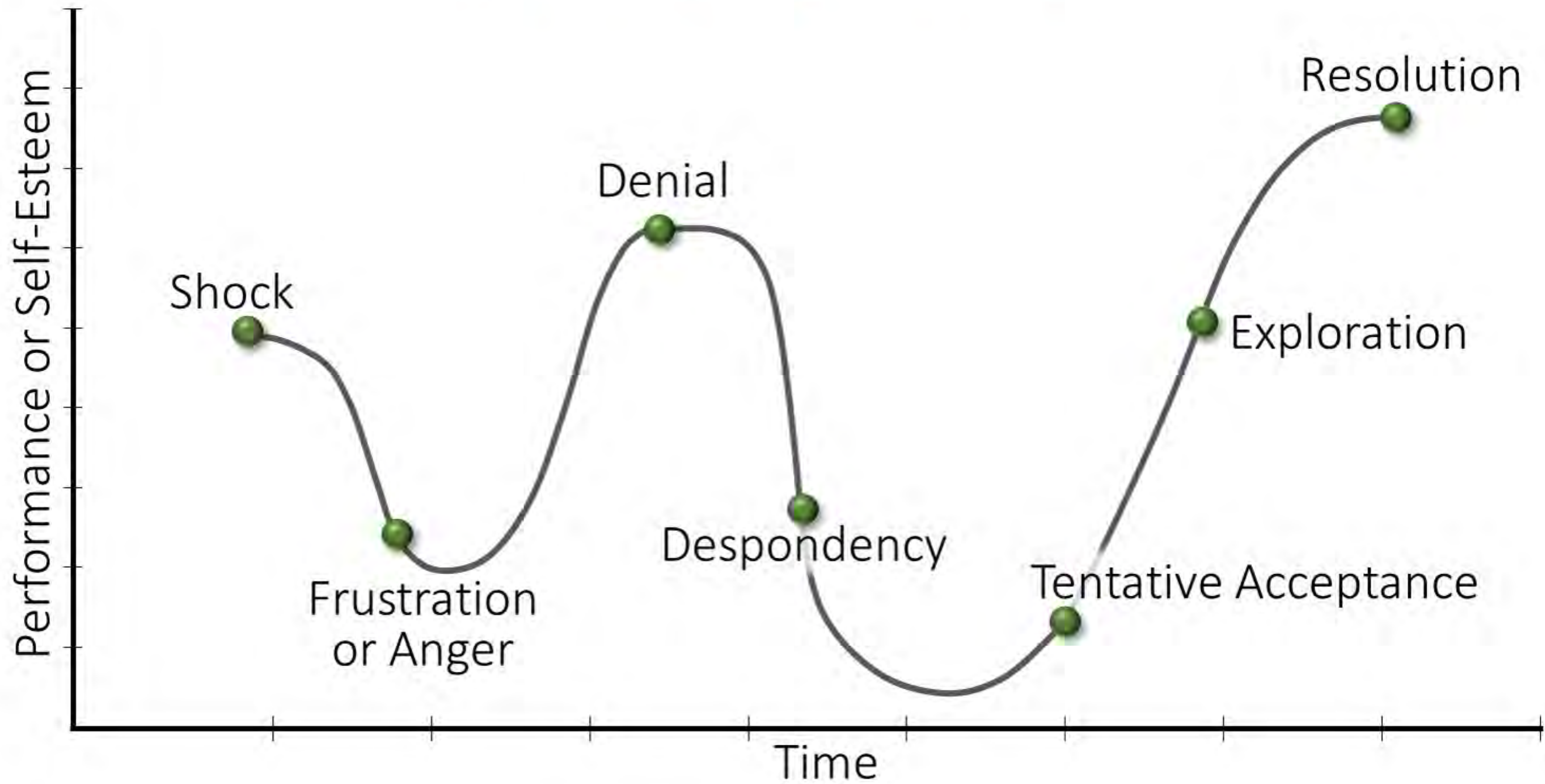
What We'll Cover

- The Change Curve
- The 3 Qualities Required Of Leaders
- Moving Away From Fear
- Seizing The Moment
- Q&A



Right Now

The Change Curve



A long, straight road stretches into the distance under a sunset sky. The road is dark asphalt with white lane markings. The sky is a mix of orange, pink, and blue. The overall mood is serene and contemplative.

The 3 Qualities Required in Leadership



Humility

‘having or showing a modest or low estimate of one's importance’



Discipline

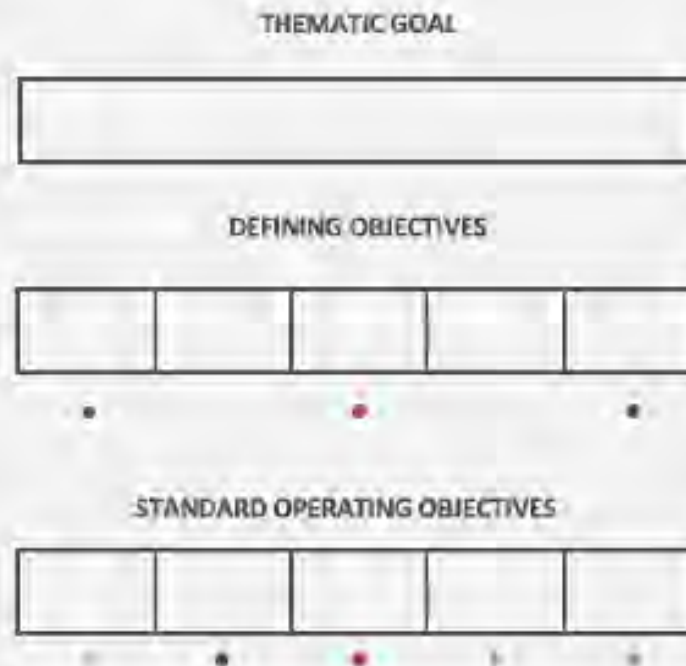
‘the quality of being able to behave and work in a controlled way which involves obeying particular rules or standards’

Build a Cohesive Leadership Team



Build Trust

Create Clarity and Over-communicate



Establish a Rally Cry

Reinforce Clarity



Improve Meetings

A vibrant photograph of a field of yellow flowers, possibly poppies, under a clear blue sky. In the background, the silhouettes of palm trees are visible against the sky. The scene is bright and sunny, with a dark horizontal band across the middle containing text.

Courage

‘the ability to do something that
frightens one; bravery’



Time To Pivot

Questions to Ask

- What could you adapt, big or small, old or new, even in the short term to keep you efficient and profitable?
- Could your products or services be applied to other contexts with minor modifications? Eg what could you add, subtract, multiply or divide and separate to complete?
- What are the most and least valuable elements of your service/business in the eyes of the customer – can you ramp this up or down? Can you redeploy resources to focus on the high value elements?
- Could you offer a virtual version or element of your product or service?

Questions to Ask

- What intellectual property do you own and could you monetise right now?
- What Start Ups are working with new ideas in your space and might be glad of partnership resources you can provide?
- What trends are likely to emerge from this crisis you could use to your advantage
- What could you stop/start doing right now to move faster/smarter?
- What do your customers want more than anything else right now? How could you delight and deepen your relationship with them?

A scenic mountain landscape featuring a prominent, jagged mountain peak in the background under a blue sky with scattered white clouds. The foreground shows a rocky, light-colored slope leading up to a green, grassy hillside. A dark horizontal band is superimposed across the middle of the image, containing the text "Seize The Opportunity" in white. The overall scene is bright and clear, suggesting a high-altitude environment.

Seize The Opportunity



Thank You, Q&A

<https://firedupleaders.co.uk/apply>