



ETHOS

LEADERSHIP GROUP, LLC

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Lessons Learned Amid the Crisis:

WHAT COVID-19 IS TEACHING US ABOUT OUR ORGANIZATION

Values Check!

What are your organization's values?

How have you been living them during this crisis?

What would people ASSUME are your values based on your organization's response amid this crisis?



Poll Question #1

We are honoring our values amid this crisis

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree



Mission Matters

During crisis, the best organizations maintain a mission focus

Who we exist to serve doesn't change, but we may have to reflect on how their needs have changed to serve them well

Organizations that fail to meet their mission during the crisis will find it difficult to gain support after the crisis



Image courtesy of pablo.buffer.com



Poll Question #2

We are regularly discussing how we can fulfill our mission amid this crisis

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree



Talk isn't Cheap

During crisis, the best organizations communicate frequently with all stakeholders using clear, repeatable messages

Some organizations give up this practice too quickly



Image courtesy of pablo.buffer.com



Poll Question #3

We are communicating as frequently now as we were in the opening months of the crisis

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree

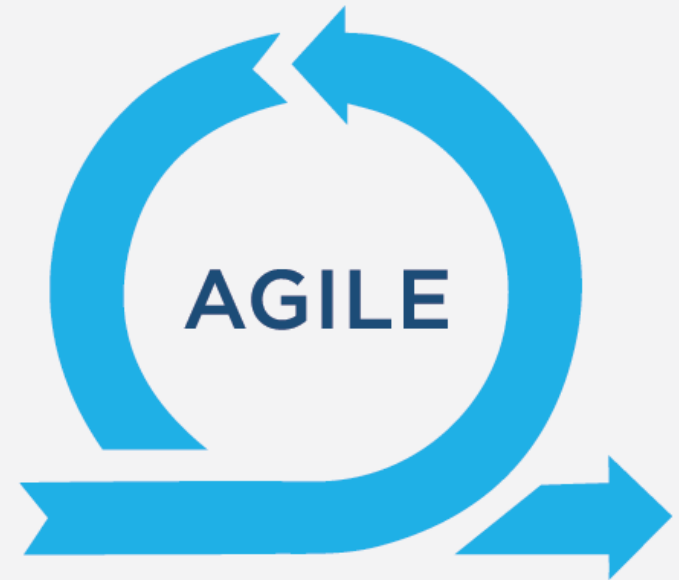


Agility is Critical

During crisis, the best organizations anticipate what may happen next and prepare a response

Scenario planning + healthy decision-making practices (80% right and 100% fast) are important

Organizations often struggle with agility because they haven't empowered their teams to be change-ready (i.e., intellectual understanding + emotional buy-in)



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Image courtesy of seguetech.com



Poll Question #4

We are discussing the scenarios that may play out over the next 12-24 months and planning our response

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree



It Takes a Team

During crisis, the best organizations partner with others to meet global community needs

Organizations that isolate amid the crisis guarantees will find themselves isolated after the crisis



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Poll Question #5

We have partnered with two or more organizations during this crisis

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree



Reality can be Brutal

During crisis, the best organizations acknowledge the brutal facts of reality

Organizations that fail to acknowledge their changed circumstances will be unmotivated and ineffective



Image courtesy of pablo.buffer.com



Poll Question #6

We have acknowledged the brutal facts of our reality

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree



Hope Remains

During crisis, the best organizations talk about the future with excitement

Look for new opportunities to fulfill mission that arose due to the crisis



Image courtesy of pablo.buffer.com



Poll Question #7

We are still talking about our community's future with hope

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree



The Crisis Playbook

- Focus on Mission
- Communicate Continuously
- Be Agile
- Create a Team of Community Partners
- Acknowledge Reality
- Articulate Hope

Remember all this works outside of crisis too





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