Strong Leadership in Times of Crisis

How to Lead in Uncertain Times
Watch the webinar

Send us your questions in the chat box

Read the blog
TODAY’S SPEAKER

Mark Frezell began his career working in the not-for-profit sector before completing his MBA and growing through the ranks of the airline, pipeline and construction industries. Currently an independent consultant, Mark’s previous role was Vice President, HR for Graham Construction.

mark@frezell.ca  linkedin.com/in/markfrezell/
markfrezell.com  403-827-0179
Mark Frezell
Incorporated

I guide teams and people to what’s possible!

Organizational Strategy
Guiding the conversation to envision the future; setting strategic priorities and removing barriers

Leadership Strategy
Guiding leaders to full accountability to find their voice to lead boldly into the future.
WHAT YOU WILL LEARN

Learning #1
PERSONAL STRENGTH
Why taking care of yourself first is the only place to start

Learning #2
EMPATHETIC STRENGTH
How to support your team during times of emotional upheaval and uncertainty

Learning #3
GUIDING STRENGTH
The four roles of every leader in a crisis to maximize the contribution of your team

Learning #4
COMMUNICATION STRENGTH
Managing your team and adapting to working from a distance
A New Perspective

It’s all in how you view the crisis
CRISIS – WHAT DOES IT REALLY MEAN?

Photo credit: tomchen1989 on Wikipedia
Personal Strength

Help yourself so you can help others
“IT’S ALL ABOUT YOU BECAUSE IT’S NOT ABOUT YOU”

**Be Practical**
Manage your health

**Be Honest**
Manage your emotions

**Be Aware**
Manage your stress

**Be Real**
Manage your persona

Photo credit: Felix Mittermeier on pexels.com
Empathetic Strength

How to show up strong for your team
Leadership is about empathy. It is about having the ability to relate to and connect with people for the purpose of inspiring and empowering their lives.

LEADING WITH EMPATHY

1. Honesty
2. Vulnerability
3. Humility
4. Trust

photo credit: scoop.it
Guiding Strength

Four roles of the leader in a crisis
Company Vision
*What are we trying to do?*

My Rewards
*How did I do?*

My Objectives
*What is my part in it?*

My Work (Contribution)
*How do I get my work done?*
North
Where are we going? What is our “North Star”, what is our short & long term mission during this crisis?

East
What is my part in this. What are my specific objectives that allow me contribute?

South
How do I get my work done? What are the new ways and expectations of how we’ll work together during this crisis?

West
How did I do? How will I know we’ve been successful? how will we celebrate after this is all over?
Communication Strength

Managing your team from a distance
MANAGING YOUR TEAM FROM A (SOCIAL & TECHNICAL) DISTANCE

1. Meet frequently
2. Let them see your face
3. Meet as a team and one-on-one
4. Check in first on how people doing
5. Focus on deliverables not time
6. Ask them HOW they are getting their work done not WHAT they are doing
7. Focus on support

This is all about TRUST
Conclusion
OVERALL TAKEAWAYS

**Takeaway One**
Start with you - be strong so you can support your team.

**Takeaway Two**
Show you care - be humble, honest, vulnerable and empathetic.

**Takeaway Three**
Call your team to action, allow them to step up, be organized, have a plan.

**Takeaway Four**
Set the standard for the new way to work and stay connected to your team to guide them.

**Main Idea**
A crisis is both danger and an opportunity to change. Embrace it, lead strongly through it and protect your best resource, your people!
RECOMMENDED

FURTHER READING

The 5 Stages of Grief: Elisabeth Kubler Ross
https://grief.com/the-five-stages-of-grief/
(short video and an explanation of the 5 stages).

Change and Transition: William Bridges
https://wmbridges.com/about/what-is-transition/
Mark Frezell
Incorporated

I guide teams and people to what’s possible!

- Best Employer Assessment
- Facilitated Strategic Planning
- Leadership Development & Interventions
- Speaking to Inspire
If your organization could benefit from additional support for your leaders to navigate through these challenging times, please connect with me.

mark@frezell.ca
linkedin.com/in/markfrezell/
markfrezell.com
403-827-0179
Strong Leadership in Times of Crisis

How to Lead in Uncertain Times