

Leading Through Turbulent Times



BeenThere  DoneThat

Key takeaways

- 1. Keep showing up.** Once you have picked up a purposeful initiative, don't abandon it when times get hard. Be authentic. In the new way to lead you can't drop the ball just because things get a little bit tough. Keep these initiatives on the agenda.
- 2. Really listen.** Not only do you need to engage with feedback on social platforms, but ensure you listen to real people. Don't become abstracted from real life - your consumers are more than just a data point. Listen to the digital noise, but don't disappear entirely behind it.
- 3. Continue learning.** Adopt a growth mindset. It's okay to be uncomfortable. It's okay if you don't have the answers. Continue learning, testing and iterating so that you can understand where different audiences are finding different challenges.
- 4. Lead.** Take action and don't wait for others. We need to scale leadership more widely than we have in the past. We don't need to look to the elite to do things for us. Different people have different kinds of leadership responsibilities, but we can all lead in different ways in different contexts. Stepping up ourselves as well as helping others to do that is vital.
- 5. Hope.** People are looking for joy and hope and the comfort (and certainty) from the past. Leaders, businesses and brands need to identify which elements of the past can be leveraged and used to push through challenging times.
- 6.** "We may well be in the same storm, but we are not in the same boat." We have seen crises of the past like this before, but times have changed. Remember to have conversations with people in different boats so we can all get to the finish line in tact.

Next Steps

- 1.** Take our Scorecard, a free diagnostic tool to allow you to benchmark your capability in defining problems. We will send you a personalised report that has been developed based on our experience of running over 500 Problem Definition sessions with some of the world's leading brands.

Take the Scorecard and Receive a Personalised Report

- 2.** [Get in touch with us](#) to discuss your results. We will arrange a call to walk through your results with you and identify opportunities to turn learning into action.
- 3.** Strengthen your ability to turn problems into opportunities by attending a Problem Definition Lunch and Learn

If you would like to understand more about Leading Through Turbulent Times, and how this can work in practice in your organisation, email

enquiry@beentheredonethat.co

and we can start by talking you through some case studies explaining how other organisations have turned their problems into opportunity spaces.

**If you're interested to learn more, please get in touch:
enquiry@beentheredonethat.co or visit www.beentheredonethat.co**