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# ***Coping with Coronavirus: Reinvention & Resilience in Times of Crisis***

**Global Cold Chain Alliance |  
COVID-19 Special Webinar**

**April 8, 2020**



# Today's Critical Questions

- Some key questions we need to ask ourselves during this crisis –
  - What are our greatest challenges that need to be addressed right now to maintain a viable business?*
  - What can we do today to maintain our current revenue streams & create new ones given current conditions?*
  - What should we expect from our employees during this stressful time?*
  - How do we manage performance when our employees are working remotely from home?*
  - How can we minimize distractions & maintain our focus?*
  - Who is our "Chief Communications Officer" to keep everyone engaged?*
  - How can we stay calm, maintain our composure & keep positive with our families "safer at home"?*



# Making Remote Work WORK!



**Molly Tolsky**  
@mollytolsky



Pro-tip for couples suddenly working from home together: Get yourselves an imaginary coworker to blame things on. In our apartment, Cheryl keeps leaving her dirty water cups all over the place and we really don't know what to do about her.

@mytherapistsays

# Making Remote Work WORK!

- The following are some best practices to consider to maintain higher levels of performance while team members are working remotely.
  - Focus on results, not punching a clock
  - Establish & monitor standard work hours for everyone
  - Establish specific communication protocols
  - Schedule regular, if not frequent, check-ins
  - Leverage videoconference technology to create more personal face-to-face connections



# Strategies for Staying "Safer at Home"

- The following actions & near-term approaches might just save your relationship with your spouse/partner or keep your children from wanting to disown you over the next several weeks:
  - Exercise
  - Find your "one thing"
  - Prioritize treats with healthier food choices
  - Share information freely
  - Limit your social media & other news
  - Create household/family rituals
  - Give yourself & others a timeout!



# Really Safer at Home?

- Don't forget about network & data security while working from home.
- Your kids (& others) may be on your same "business" network!





# Four Different Types of People

There are 4 distinct types of people in the world – not to mention in your *organizations* & your *families*!





# Four Types in Action



***"We have a problem..."***

- "I'll take care of it."
- "I have an idea. Give me a hand."
- "What do you think we should do?"
- "Give me a minute to consider some options."

*Adapted from: Julie Straw (2002), The 4-Dimensional Manager*

# Effective Communication During This Crisis



**Stop speaking...**

**Start paying attention  
and LISTEN!**

**S. O. S.**

# Five Languages of Appreciation



Words of  
Affirmation



Quality  
Time



Acts of  
Service



Tangible  
Gifts



Physical  
Touch

Source: Gary Chapman & Paul White, (2019), *The 5 Languages of Appreciation in the Workplace*  
[https://readinggraphics.com/uploads/2017/02/The-5-Languages-of-Appreciation-in-the-Workplace\\_5-Lang.png](https://readinggraphics.com/uploads/2017/02/The-5-Languages-of-Appreciation-in-the-Workplace_5-Lang.png)

# "THESE ARE NOT UNPRECEDENTED TIMES!"



- Best-selling author & speaker Simon Sinek shared some inspiring thoughts with his team during a recent team Huddle
  - ☒ *"What I do?"* → *"Why I do it!"*
  - ☒ *"How do we preserve what we had?"* → *"How can we contribute in a new/different way – that will last forever!"*
  - With an "Infinite mindset," it's time to reinvent ourselves & take advantage of this "magical opportunity"...

Source: <https://pixel.facebook.com/simonsinek/videos/1111266899207366/>

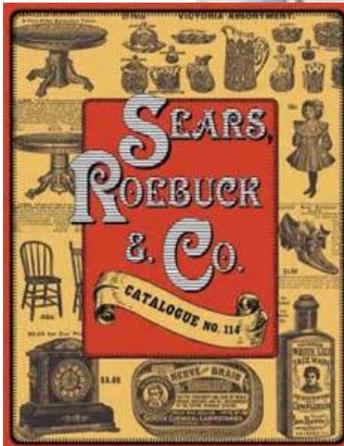
# Reinvention & Resilience in Times of Crisis

- When things are fine, we rarely think about innovation or doing things differently.
- Well, things aren't fine & these aren't normal times.
- We must find a way to keep moving towards the light at the end of the tunnel rather than get stuck in this dark place.
- This is our new normal...for now. Not everyone is going to survive this, but if you are resilient you can be a survivor!





# Great Companies *THAT LOST THEIR EDGE!*





# Great Companies *THAT LOST THEIR EDGE!*



**hulu** PLUS™





# Great Companies *THAT LOST THEIR EDGE!*





# ...AND ONES THAT GAINED IT!





# ...AND ONES THAT GAINED IT!

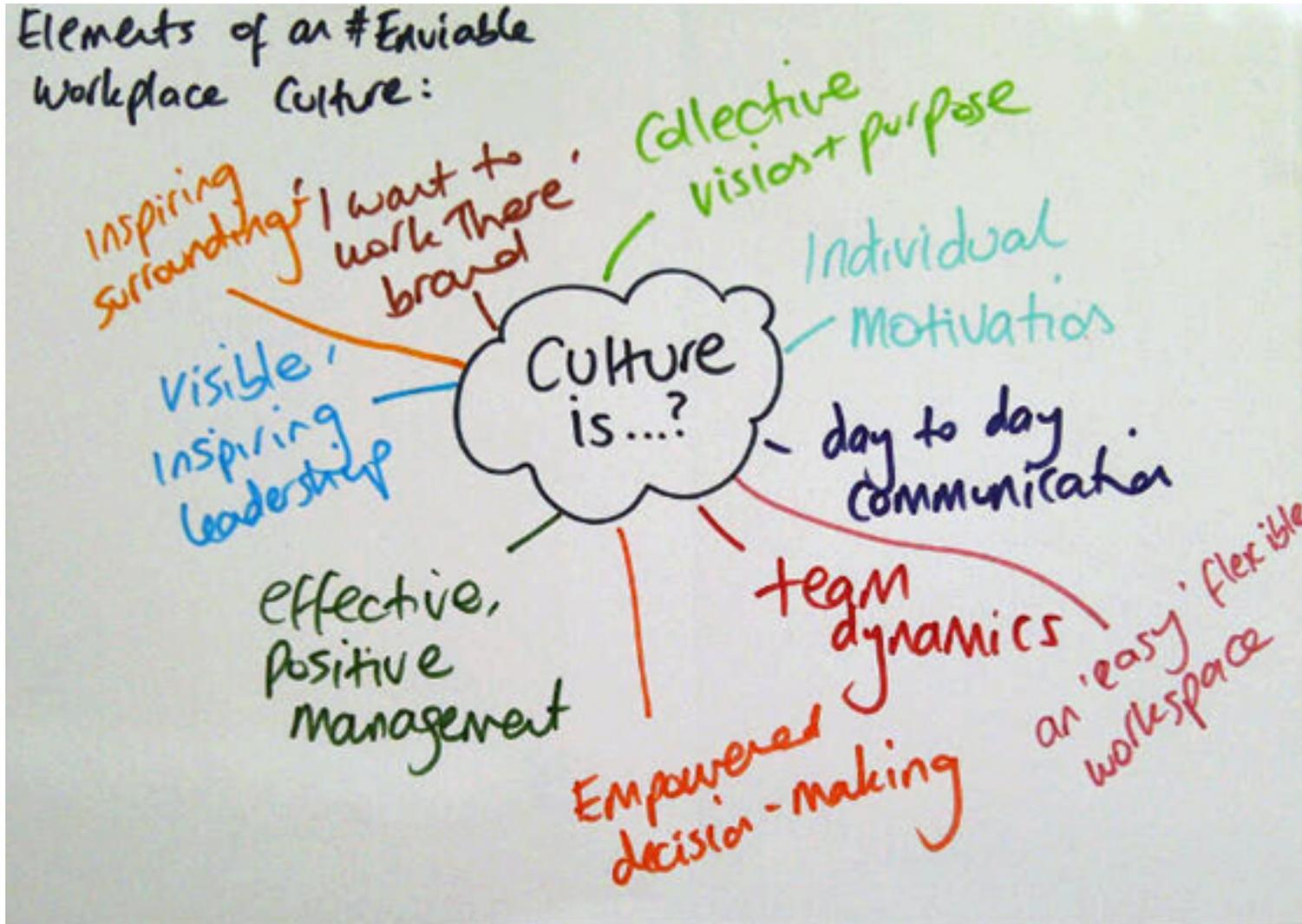


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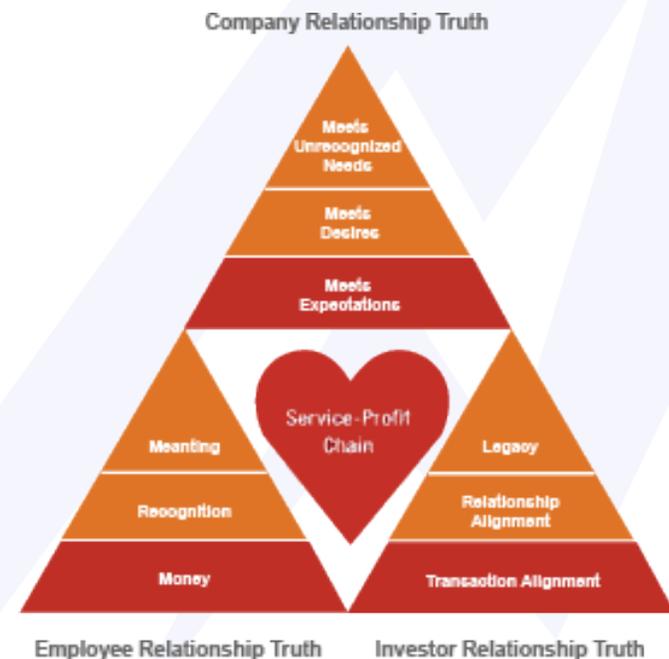


# Creating a Culture for Innovation & Creativity





# Defining Our Lighthouse & Setting Our Strategic Goals



(Source: Chip Conley, *PEAK: How Great Companies Get Their Mojo from Maslow*, 2007)

# Strategies for Reinvention

- Here are some powerful strategies to reinvent your company now & give you that lift you need to position yourself as a market leader:
  1. Acknowledge everyone's fears & anxieties before focusing on future solutions
  2. Assemble task force of SMEs to tackle your greatest challenges
  3. Facilitate group workshops to brainstorm preliminary breakthrough ideas
  4. Assign individual owners accountable for new protocols & status reporting
  5. Drive quick wins & "fail fast," monitoring initial results & course-correcting
  6. Celebrate successes & share accomplishments with everyone
  7. Be inspirational, but be realistic as many are distracted & concerned



# Stop · Start · Continue



## ***CONTINUE • START • STOP***

- Based on the positive results I am/we are already producing, what should I/we CONTINUE doing?
- With this strong foundation in place, what can I/we now START doing to produce even greater results?
- What should I/we immediately STOP doing because of the poor results I am/we are experiencing?

# Who's Your Chief Communication Officer?

- As you determine who your Chief Communication Officer is, the following approaches can help you enhance the flow of information across your organization:
  - Communicate early & communicate often
  - Don't be afraid to say, "I don't know."
  - Keep your message consistent across the organization
  - Deliver your message in person whenever possible
  - Use video to create that face-to-face connection if you can't communicate in person
  - Conduct group conference calls to communicate with all your employees yourself & at one time





# Importance of Leadership

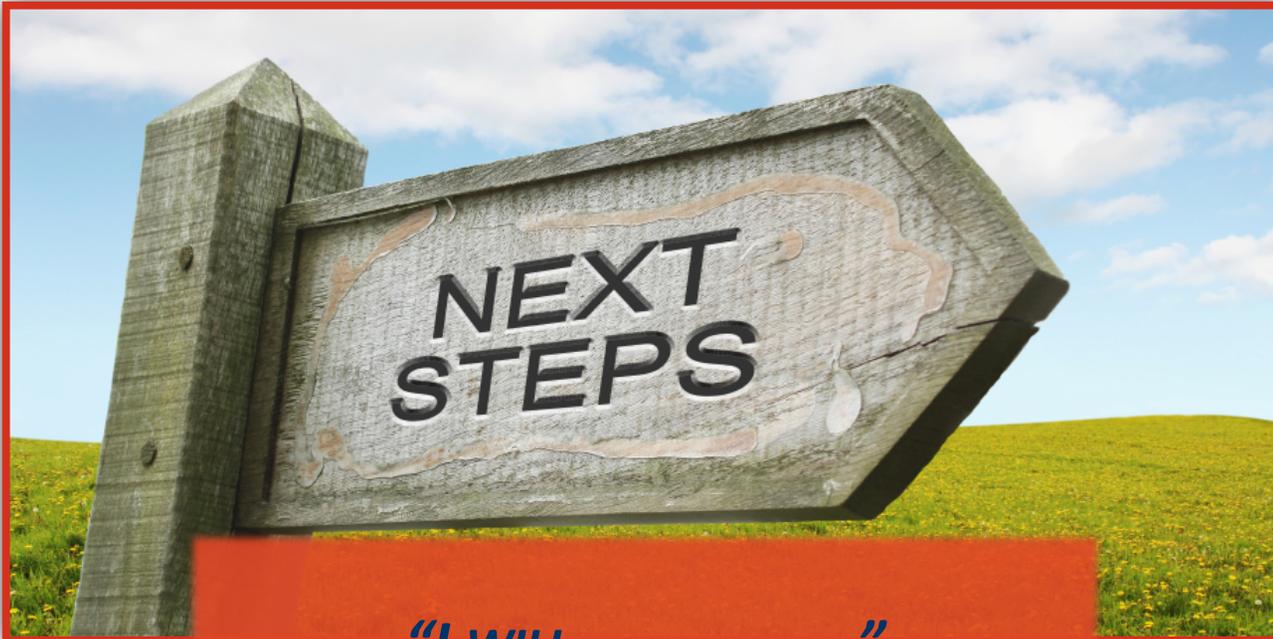


***LEADERS MAKE WEATHER!***





# Wrap Up & Very Next Steps



*"I WILL \_\_\_\_\_..."*

Based on today's discussion, what specific actions will you take to be a more effective leader & produce better results...

- With your team?
- With your clients & customers?



# Questions? Comments?



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