

## LEADING THROUGH THE STORM

### **#1 The Leader's Attitude is Highly Infectious**

- Remain Calm
- Maintain A Positive Outlook
- Acknowledge the Hard Realities

### **#2 Be Cautious of the Hype of the Day**

Information ≠ Being Informed

### **#3 Communicate More, Communicate More Often**

... Don't forget to listen.

Refined messaging with a consistent core.

- Owners & Board
- Employees
- Customers
- Suppliers & Partners.

### **#4 Focus People on Group Goals... Not Themselves**

### **#5 Aggressively Realign and Reprioritize Resources**

### **#6 Be Intentional About Creative Thinking to Solve Problems**

### **#7 Expect Some Things to go Wrong... Fix Them and Drive On**

### **#8 Do the Right Thing**

Every decision should be able stand the light of day.

Michael Rothstein

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