



LEADING THROUGH A CRISIS

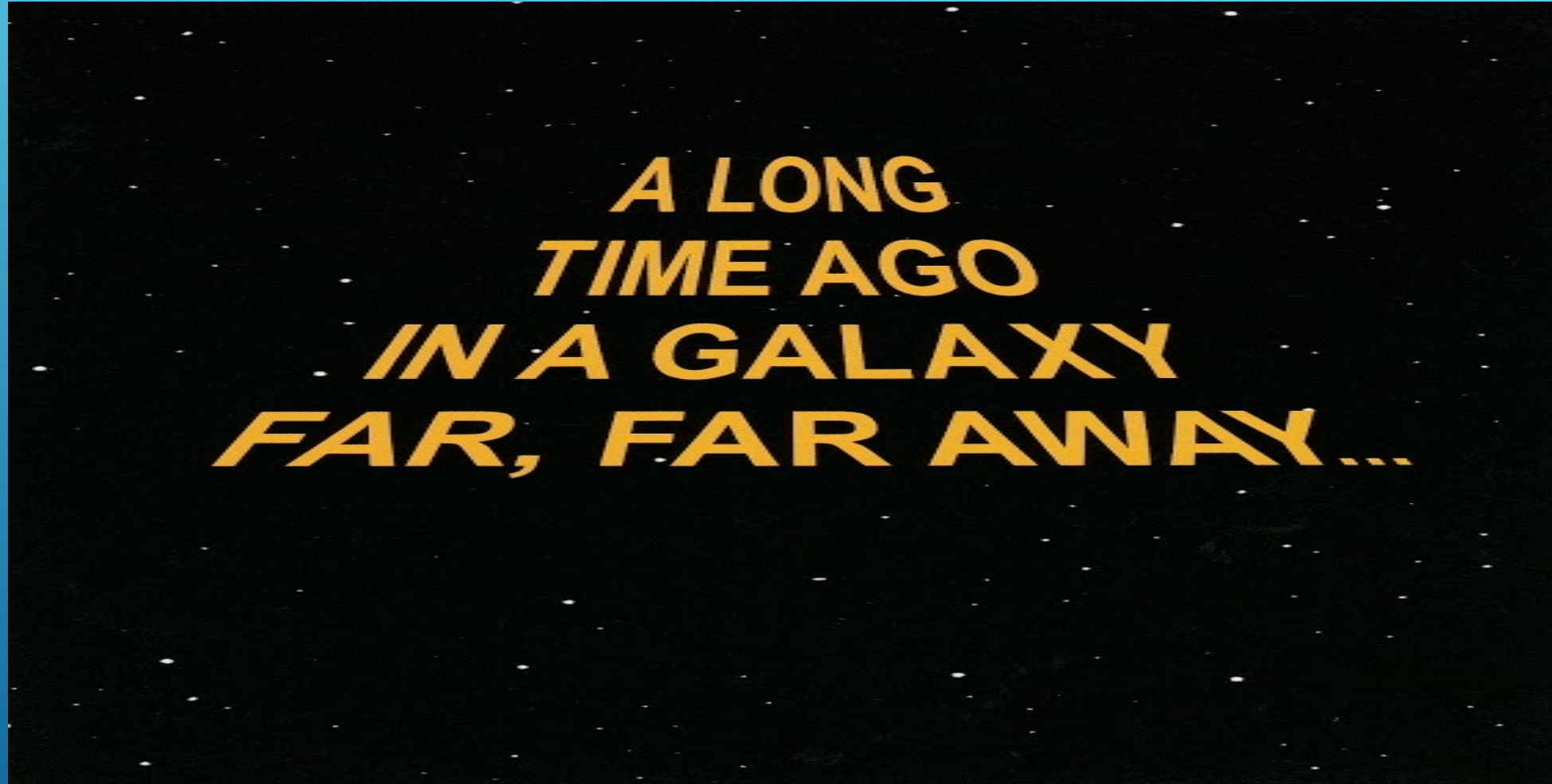
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MAXIMIZING OUR TIME TOGETHER



- 1) A BLOCKBUSTER Introduction.....
- 2) Where have we come from?
- 3) Writing a REMARKABLE RECOVERY!
 - What resources are available to you?
- 4) How will you lead your organization forward?

1) A BLOCKBUSTER INTRODUCTION.....



Source: Story Brand c/o Donald Miller

USING THE STORY BRAND MODEL:



“The HERO is always your CUSTOMER – NEVER you”

COVID, the VILLIAN has created sizable challenges and uncertainty:

- Revenues are down for our City, our province (and for most businesses)
- Sizable expense reductions and changes have or will result

Source: Story Brand c/o Donald Miller, Edmonton Journal

COVID IMPACTS TO OUR COMMUNITY



- *Alberta's economy (GDP) expected to drop 8.5% in 2020 – worst ever in recent times*
- *Edmonton's June 2020 unemployment rate was highest in Canada – 15.75%*
- *Consumer spending down – 57% drop expected in Canada in Q2 2020*
- *Anecdotally, private sector wages are down at least 20% - some even more*

Source: www.alberta.ca, www.globalnews.ca, Conference Board of Canada

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LEADING THROUGH A CRISIS

1) Lead with Care, Concern and Empathy

- Your people are probably asking.... “How will this impact me? My Family?”

2) Address the facts of your situation

*“You must never confuse your faith that you’ll prevail in the end,
Faith you can never afford to lose,
With the discipline to confront the most brutal facts of your situation,
Whatever those facts may be,
Knowing the experience will become a DEFINING event in your life.”*

Source: Stockdale Paradox c/o Good to Great w/Jim Collins

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3) Setting and Recalibrating Your Priorities is vital

- i. What is mission critical?
- ii. What is strategic and important?
- iii. What is important, or helpful, but not essential
- iv. What is coming at you that is someone else's top priority?

4) Where's the OPPORTUNITY?!

WHAT RESOURCES ARE AVAILABLE TO YOUR LEADERSHIP?



“A healthy, vibrant YEG where people embrace active lifestyles that improve the well-being of the individual, family, neighbourhoods and communities.”

- VISION, The City of Edmonton

City of Edmonton CORE Principles:

Inclusion

Accessibility

Physical Activity has a Social Benefit

Supporting Excellence

Collaboration and Innovation

Continued Connections

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WHAT RESOURCES ARE AVAILABLE TO YOUR LEADERSHIP?



Leadership Principles – City of Edmonton

1. Safe
2. Helpful
3. Accountable
4. Integrated
5. Excellent

Consider the Genius of AND!

What organization(s) support your leadership development?

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WHAT RESOURCES ARE AVAILABLE TO YOUR LEADERSHIP?

Consider the 4 pillars vital to organizational success:

1. Customer satisfaction - REVENUE
2. Able deliver on the promises you've made your customers – OPERATIONS
3. Managing within your means/budget - SUSTAINABILITY
4. LEADERSHIP

Aligned with your core principles of COLLABORATION and SUPPORTING EXCELLENCE:

Is your Leadership a Competitive ADVANTAGE?

ADDITIONAL LEADERSHIP RESOURCES



A healthy culture is needed to allow both people and truth a voice

Again, don't feel as though you need to have all the answers....

Judge a leader less by their answers, and more by their questions
- Voltaire

Do your key metrics or KPI's include leading indicators?

Do you have RED flag measures to ensure key data and feedback isn't ignored?



LEADING YOUR ORGANIZATION FORWARD

Who is your customer(s)?

How do you solve problems for your customer? Help them unlock opportunity?

Add value to your customers “customer”?

What are the greatest needs of your customer going forward?

- Have you asked them?!

HOW WILL YOU LEAD YOUR ORGANIZATION FORWARD?

Are you faced with competing priorities?

- What is most important – right now?!

What can you control?

Have a clear, singular direction for your team/department?

- Can your entire team can relate?
- How are you measuring your progress?



In REALIZING a REMARKABLE RECOVERY,



“How will you GUIDE the HERO’S in your life through to SUCCESS?!

What is your plan? How will you relate to their challenges?

How will you call them to action? Help them avoid failure?

PS. You have more experience solving their problems than they do 😊

Source: Story Brand c/o Donald Miller

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Thank you - Honored to support CEMA & your leadership today.



Seeking better, healthier results?

Making your leadership a competitive advantage?

Building a healthy, high achieving team?

Our answer is YES!

www.nexXTchapter.com

The logo for NexXT Chapter Solutions Group is contained within a white rectangular box. It features the text "NexXT Chapter" in a large, blue, serif font, with "Solutions Group" in a smaller, blue, sans-serif font below it. The box is positioned in the bottom right corner of the slide, with several white diagonal lines extending from the right edge of the slide towards it.

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