

LEADING IN TIMES UNUSUAL

Four Reasons it's Important to Stay Ahead of this Disruption



For the majority of March, we've been in the weeds trying to make sense of the daily announcements and how COVID-19 will impact our businesses. But the news isn't new anymore. As leaders, it's time to stick our heads above it all and take a look around. Especially as new routines are formed and we get back into our lives. Here are four reasons it's important to stay ahead of the disruption:

1. Improved Response to New Challenges

This is not over by any means; we could see physical distancing occur several times over the next year. Most business owners spend a lot of their energy focussed on here and now issues. Developing the habit of thinking about the future will provide the opportunity to anticipate and respond faster to challenges.

2. You and Your Employees Will Have Greater Confidence Knowing You Are More Prepared

Your employees are looking to you for answers and direction. Staying confident is essential right now. No matter how difficult it may be, looking into the future is critical, it's better to be aware and create a strategy ahead of time than take reactive stance at the time.

3. Start Up Faster When the Time is Right

Spending time now developing a re-start plan will put you ahead of your competitors. This is more important than ever if staff are laid off and you need them to return confident and ready to move ahead. Staying connected keeps them informed of your thoughts and direction. Those unemployed staff are going to want to know you have a strong move forward plan they can count on.

4. More Unified Team with Solution-Based Mindset

Building a solution-based mind-set is a habit and takes shifting of thought. Most leaders are trained to be problem focussed so can easily identify what's going wrong, you need your team to focus on solutions-based thinking. It doesn't have to be all on your shoulders. If everyone can see the solution possibility and agree, your team is stronger.

A part of you has been thinking about what's next, as your teams have been diving into what's happening now. One way we've helped leaders bring their teams into future thinking is through ThinkLab virtual sessions whereby the collective resources of the team is utilized to develop action plans and clarity on the future. ***Staying ahead of the disruption will create a stronger company in the long run.*** It's time to bring your people into your thinking.

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