

Leadership During COVID-19: A Worksheet



REFRAME YOUR IMAGE OF LEADERS & LEADERSHIP

Gone are the days of leadership defined as a two dimensional figure head who is distant, untouchable and the expert who knows it all. In today's world true successful leaders allow themselves to be three dimensional, show their vulnerability and inspire hope by demonstrating that they are right in there with you, leaning into whatever the work climate is and taking hold of the situation with passion and commitment to learning and growing. This new leader wants to know what his/her employees are experiencing and values input from them. This leader collaborates, grows, and empowers others. This leader is constantly working on clarity of direction and purpose in his/her business and is a role model for all who are in contact with him/her. People are drawn to leaders like this because they are inspired and feel valued. **This is the new image of what makes a successful leader.**

Let's look at 4 dimensions of leadership that will define you as successful and inspire your team to stay with you and want to move into the next chapter with you!

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1 *Be Transparent*

Especially during these uncertain times, a leader will gain more respect and loyalty from his employees if he/she communicates regularly re. past, current and future status and goals of the company. It's ok to share your own uncertainty, to let your employees know that you are not sure what the future holds. At the same time, let your employees know what steps you are taking to pivot your company focus as needed in order to ensure continued success and viability of the company, and their and your own, continued job security.

What would you want to let your employees know about current status and goals?

What would you let them know about how you might want the company to pivot, specifically? (new goals, new outcomes, new products, new focus)



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2 *Focus on short term goals rather than long term direction*

A leader at this time has to be very clear minded and intentional with the focus of his/her company. Get as clear about this as possible. Know your end game (although the endgame may evolve as time goes on) but bring the focus to the here and now. This will help both you and your employees to stay focused and productive. You as a leader have to “zoom in” to the current work situation and climate and be action oriented. Create measurable goals for yourself and your employees to accomplish with short term time frames. This will help both you and your employees move out of fear mode and into empowerment mode. (Fear mode takes people out of clear mindedness, out of organized thinking and productivity. It’s very common these days to hear people say they “feel” like they have so much to do but can’t focus on anything... this is because they are in fear mode.)

What is your endgame and what measurable short-term goals can you task your employees with?



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3 *Be a role model! (learn new skills, ask for help)*

These are not normal times. But history shows us that when people stay on top of the climate in their fields, and they continue to educate themselves about current and new technologies, about new directions their work might take, they are able to stay on top of the game and maintain relevance in their field. Whatever your field of work is, read about how this crisis environment is shaping it, what are the new ideas and thoughts about it, what is the new demand being created, how is their field changing and what are the new technologies or avenues of participation in their business. Learn about these new developments and share your knowledge and ideas with your employees, with your teams. Encourage them and give them opportunities to grow along with you and the company. Bring in people to do trainings when possible. If they see you growing and staying relevant, they will be inspired and energized to take on this challenge also. Your team will become more cohesive and committed. What topics can you educate yourself in?

What topics could you support your employees to learn more about?

What forum could you develop to communicate your new knowledge and share new ideas with your company?



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4 *And remember, collaboration is the new normal!*

This Pandemic is showing us that we have to share and support each other as business leaders. Find complementary businesses to work with to create a network of connections. Support each other's ideas and growth. Other people's success can support your own success. Working together helps to keep us all afloat. This is how the economy stays vibrant and healthy. When one company thrives it allows them more revenue to utilize other businesses products and to refer their customers to other businesses.

List at least 5 companies/entrepreneurs/CEO's/Inspired leaders with whom you can collaborate:



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Define yourself as a leader: What five qualities most describe the leader you want to be seen as?

These are only a few elements to consider as a leader who will take us through the next chapter in our global development. Take some time to sit down and explore your own thoughts about your past leadership style. What seems to have worked, what might feel outdated or irrelevant in this new climate. What leadership elements might you want to develop and research how you might be able to gain these skill sets. Listen to podcasts, read books on leadership and begin discussions with fellow leaders/colleagues. Make this an ongoing process of evaluation and growth.



ABOUT SUZANNE MCCOLL, LLC

LICENSED PROFESSIONAL COUNSELOR & EMDR EXPERT

Suzanne McColl is a Licensed Professional Counselor and EMDR certified. She has been practicing for 30 years, dedicated to helping people reach their highest potential. Suzanne's work is regionally known for producing sustained and life altering results, leading to satisfaction and success in all areas of life.



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