

Leading Through Uncertainty

From Advantage Performance Group and our thought leader partners at BTS

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Uncertainty during a crisis adds a level of stress that can make even the most routine of tasks seem nerve wracking. Here are some of the steps can you take during times of uncertainty to help your organization stay safe, stay engaged, and stay focused on moving your business forward.



1. Communicate clearly and be decisive.

- **Don't let your people fill in the blanks.** In uncertain times people tend to fill in the blanks with the worst-case scenario. Communicate often and be up front with the unknowns.
- **Rapid, inclusive decision making is the key to momentum.** Decisions become more consequential and prolonged decision processes are costly as the lack of alignment stalls action.
- **Reset priorities in real time.** Companies need to pivot quickly. Be able to see what to do and what not to do. New priorities often get layered over old ones, confusing the company and wasting time, money, and effort on things that are no longer relevant.

- **Lead confidently even when you are uncertain.**



2. Build trust through authenticity.

- Hope, without evidence, leads to a lack of confidence with employees.
- Adopt a fact-based approach and don't neglect key stakeholders.



3. Make a plan.

- This crisis may be emotionally challenging for many people and may necessitate changes to your employees' daily lives. Whether your plan includes more remote work, or a change in strategy, or even just small policy changes, build a plan to support employees that follows conservative guidelines.
- Define the crisis scenario affecting your company and follow steps to ensure stability including securing sufficient liquidity and stabilizing your supply chain.

92%

of US execs have a crisis response plan

but...

Only **23%** used their plan, and only **21%** reviewed and tested plans regularly



Did you know...

- Many of our programs can be delivered virtually?
- BTS has developed over **120,000** people virtually world-wide in **38** languages with **250** experts in virtual facilitation?



4. Practice the Plan. Analyze the results.

- Simulations can be an invaluable resource for leaders and team members to practice the decisions and actions needed to keep on plan.
- Perform a root cause analysis. Follow up with data. Act on lessons learned.

Peter Drucker says, "if you can't measure it, you can't improve it."

Highest performing athletes & military are **95%** practice to **5%** perform



Did you know...

BTS has been a leader in business simulations for over

30

years

We have designed and delivered business simulations for more than

50%

of the US Fortune 100



5. Stay Close to your Customers.

- Anticipating, understanding, and investing in the behaviors of your company's core customer segments will help mitigate revenue risk.