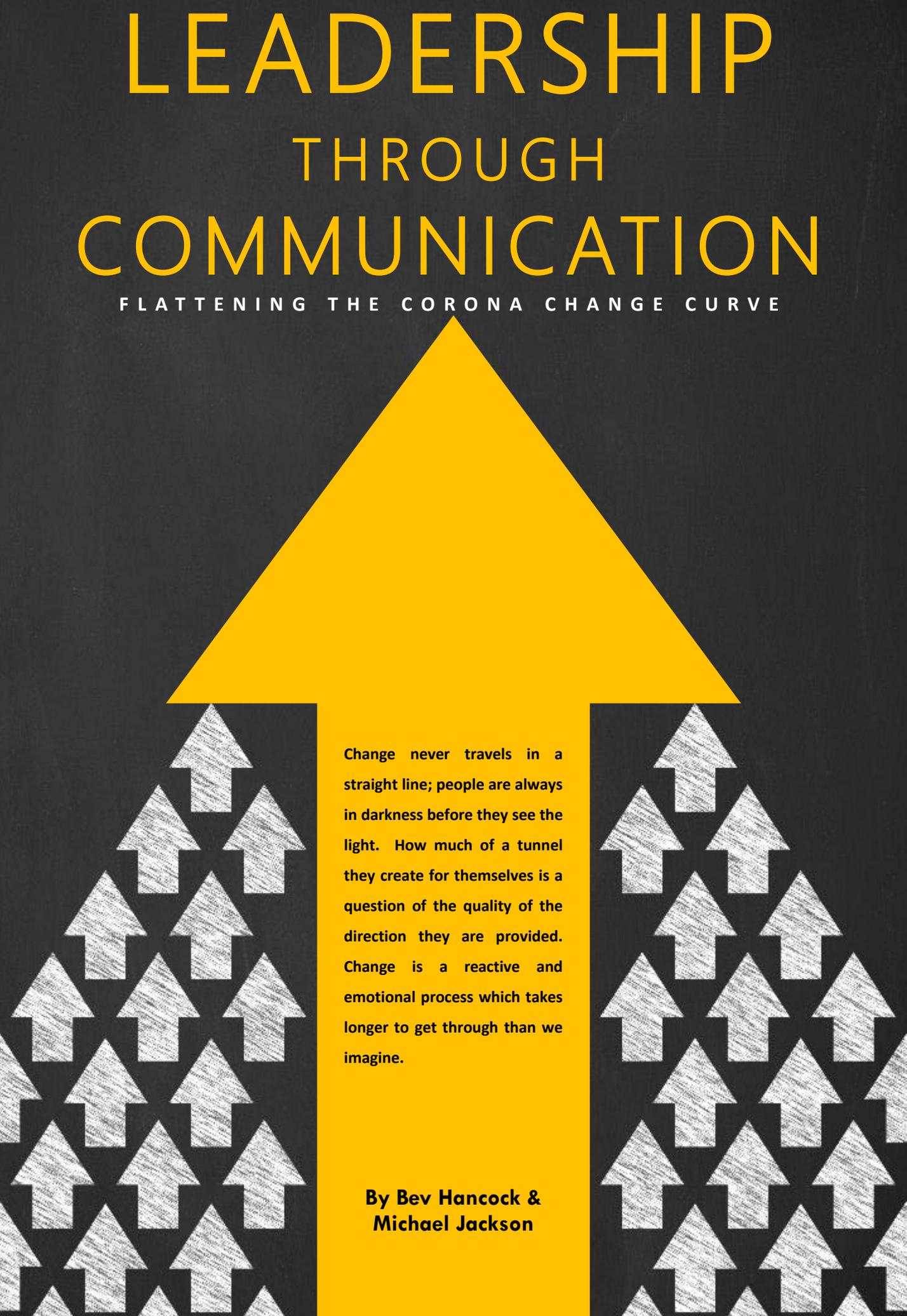


# LEADERSHIP THROUGH COMMUNICATION

FLATTENING THE CORONA CHANGE CURVE



Change never travels in a straight line; people are always in darkness before they see the light. How much of a tunnel they create for themselves is a question of the quality of the direction they are provided. Change is a reactive and emotional process which takes longer to get through than we imagine.

**By Bev Hancock &  
Michael Jackson**



## A Message to Business Leaders

There has never been a more crucial time for leaders to step up and lead with clarity, empathy and direction. Your employees, customers and suppliers are all facing exponential change and they are looking to you to help navigate them through the perfect storm.

In responding to this global crisis, we asked ourselves how can we best support you through this change? Together, we have over 40 years experience in change, media & communication, strategy, learning, leadership and conversational intelligence. Leadership communication can make all the difference in emerging from this crisis stronger, more resilient and prepared to rebuild.

We also recognise that you as their leaders are also facing the emotional impact of this change and are here to assist you and your teams to lead through this unprecedented change.

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**NAVIGATE THROUGH THE  
PERFECT STORM**

# INTRODUCTION

We are currently staring into an abyss. Despite the over 1 billion recent media reports on the current coronavirus pandemic, comprising both real and fake news, we currently don't know what the next few weeks or months will look like.

What we do know is that the more things change.... the faster they'll change!

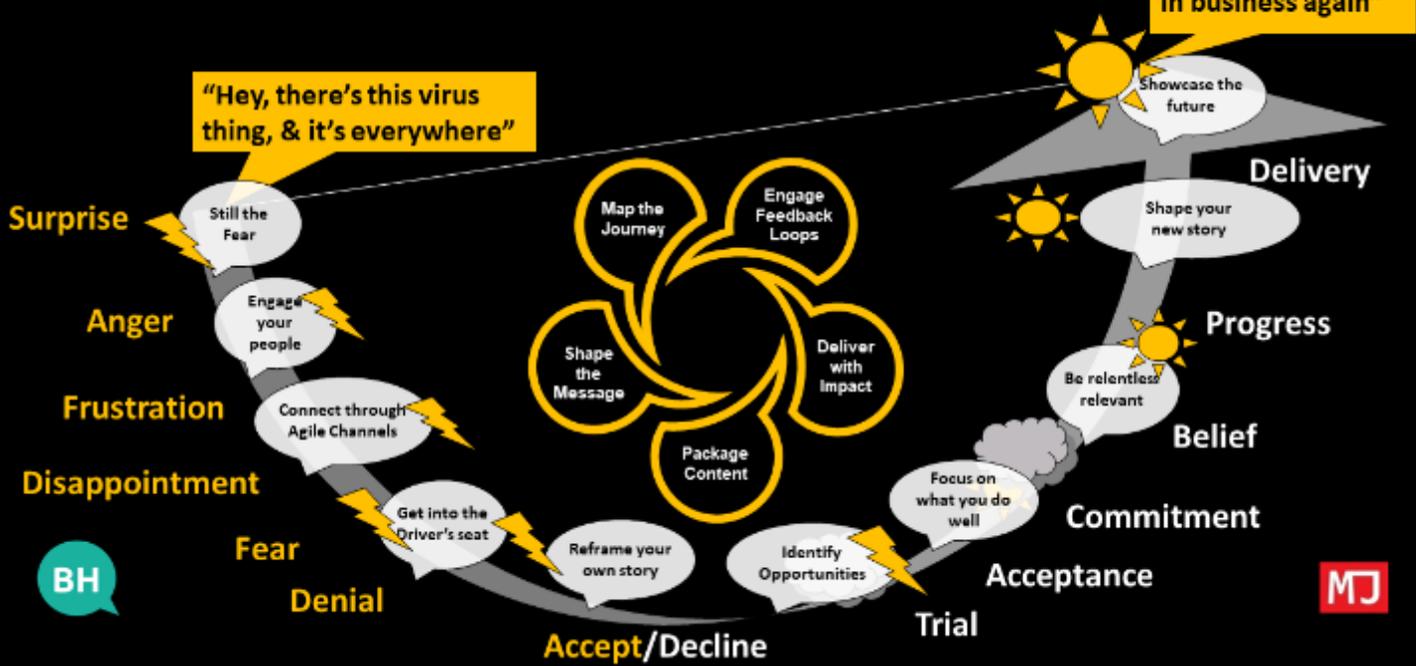
People have now boarded an emotional rollercoaster where the changes brought about by the pandemic are instinctively felt by them as negative and for the sake of business continuity into the future we urgently need to reframe such loss into gain.

The two keys to navigating through and flattening the curve are LEADERSHIP AND COMMUNICATION.

As the pandemic continues to imprint itself into society as we know it, there is a prevailing sense of fear and helplessness with many unanswered (and unanswerable) questions triggering flight, fight or freeze responses. The typical response to change, in the face of the unknown and the absence of credible information, is to create a vacuum of silence. Inevitably such a vacuum becomes filled by a self-created, internal dialogue of fear and uncertainty.

Leading through Conversation is now both necessary and vital. It's about providing clear, ongoing, transparent, two-way communication. Here is our 10-point communication plan guideline.

# Flattening the Coronavirus Change Curve



## 1 FIRST: STILL THE FEAR

Factual communication has limited impact. The human brain typically floods with emotion, not logic. Leaders who provide a safe space for individuals and teams to express such fears and respond with transparency, empathy and compassion help to neutralize this response and open processes for people to see the way forward. Using specialist conversational intelligence techniques, we look to re-engineer the brain for positivity.



ARE YOU IN THE  
DRIVER' S SEAT?

# 2

## ENGAGE YOUR TEAMS

Connect, listen and provide a sense of purpose. Draw on their emotions, expertise and encourage them to both understand and become a part of the solution – and importantly, show them that you care. A solid leadership response is a human one. In the shadow of the crisis facing your business sit people with fears for their families, their security, their futures. We look to promote a personalized message of....

#StrongerTogether

Today, time consuming, one way, top-down communication is counter-productive. We strive for “connection”. Bulk emails and newsletters, lack personal connectivity. We prefer to use every day, simple technologies to reach people with familiar visual, responsive and personalized messages such as the type they use themselves every day, in the form of short videos, and simple messages. SMS’s, WhatsApp and YouTube styled videos are ordinary familiar collaborative tools which are superb to both communicate and connect through. A quickly executed campaign which speaks effectively and clearly to everyone in the organization with personalized feedback loops to listen and respond through go a long way to quickly quieten fears and motivate action.

# 3

## CONNECT VIA AGILE CHANNELS

# 4

## GET IN THE DRIVER' S SEAT

Get into the Driver’s seat of your Business. When people no longer feel that they’re in the driver’s seat of their own lives it is natural for the paralysis of fear to set in. Much of the anger, frustration and fear in the everyday change curve becomes focused on the things outside of personal control. In your circle of control, we assist in creating your focus on the present, and help channel people’s energy into that which you, and they, can ultimately control in order to make the most of these moments.



IN THE MIDST OF CHANGE

**DIFFICULTY**  
**OPPORTUNITY**  
**DIFFICULTY**

# 5 REFRAME YOUR OWN STORY

Every change curve is caused by a story of immediate or drastic change. We develop, with you, and then clearly articulate, your current story. As people come to feel part of this story, and see themselves in it, they become part of it. Your story must reframe your own narrative and in doing so open the space for the future to emerge. This new narrative can either be a short-term strategy to weather the storm or a pivot to a new way of doing business in the long term.

Churchill said, 'never let a good crisis go to waste'. Opportunity lies within every challenge. As dialogue begins and continues, we will jointly discover new avenues to explore the opportunities that emerge within your team and your marketplace. Dialogue breeds natural engagement and valuable interaction far better than monologue does - explaining why our purpose-designed feedback loops become critical.

# 6 IDENTIFYING THE CHANGE OPPORTUNITY

# 7 FOCUS ON WHAT YOU DO WELL

We work with you to review and pivot your thinking around the business model to respond to the needs of your people, suppliers and customers, offering you the ability to explore a business transition into a more digital space as people come to understand and embrace remote work with online interaction.



**REFRAME**

# 8

## BE

# RELENTLESSLY RELEVANT

In the midst of any crisis, standing out professionally from the crowd is critical. This is an ideal time to speak to your customers to find out not just what they need, but what they need most. We can assist you into honing into their explicit pain points and aspirations and help determine where will you will best be able to help them through their next few months.

Now is not the time for a hard sell of your business and its objectives but to rather connect humanely with people through your story, conversation and networking. You need to focus with us on adding meaning and value, ensuring your story is making a positive contribution to those who are also facing the challenge of the change.

# 9

## SHAPE YOUR NEW STORY

We move towards ultimately to shaping the overall picture. Your story should showcase a positive, rising from the chaotic scenarios which currently exist. Properly shaped stories have the power to speak such a future into existence. Through interactive communication we look to create a magnetic and compelling picture that has a strong emotional connection and allow this picture to rewire the human brain and create a the 'new normal'.

# 10

## SHOWCASE THE FUTURE

*SHAPE YOUR NEW*

# **STORY**

*TO CREATE YOUR FUTURE*

