

FRONT LINE LEADERSHIP: FIVE THINGS TO LEAD YOUR TEAM THROUGH A CRISIS

Colonel David G. Fivecoat, US Army, Retired
David.Fivecoat@thefivecoatconsultinggroup.com
www.thefivecoatconsultinggroup.com

Leading My Teams Through Crises



Stages of a Crisis

Sprint

Marathon

Recovery

**New
Normal**

Leading Your Team Through a Crisis



Define the Mission – Mission+The Leader's Intent

- Mission Statement:

Who, What, When, Where, and Why

- Leader's Intent:

- Purpose:
- Key Tasks:
- End State:

2 LEVELS UP

LEADER'S INTENT

2 LEVELS DOWN

Define the Mission – ACME Manufacturing Company

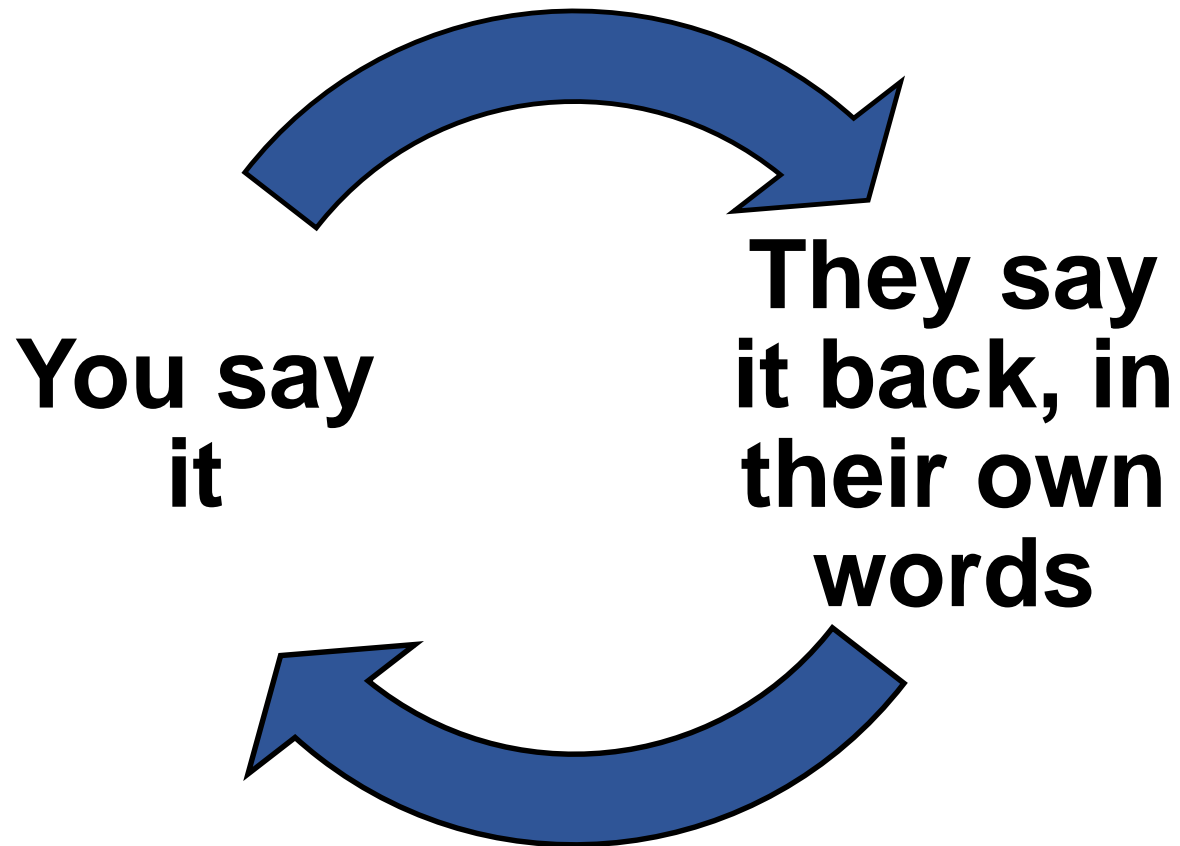
- Mission: ACME Company will make the best widgets in the market and grow organically 10% in 2020
- Leader's Intent:
 - Purpose:
 - Keep the team safe
 - Keep the team employed
 - Key Tasks:
 - Cash Preservation
 - Sales team must get orders, especially in the 2nd Quarter
 - Cost containment – use our money frugally
 - End State: By December 30, 2020 ensure the company has met 75% of 2019 sales and production



Define the Mission – Mission+The Leader's Intent

- Mission Statement
- Leader's Intent:
 - Purpose:
 - Key Tasks:
- End State: December 31, 2020

Manage the Solution – The Back Brief



Provide Leadership – Where to Go As a Leader

Conscious decision about where to go:

- Where do I need to lead by example?
- Where do I need to demonstrate shared risk to the team?
- What location gives me the best situational awareness?
- Have you asked your team where they need you?
- Where can I do things that others in the organization can't?
- Where can I go to decrease friction between two parts of the team?



Provide Leadership -- Lead with Optimism



Provide Leadership – Recognize Excellence



Dear John,

Just a note to say thank you
again! We loved our pictures
& you were great to work with!
Thank you for being there, I'm
so glad we chose you!

Sharon Kaunghsi
♥

(Re)Define the Mission – Opportunity in Crisis



Recap

Mission+
The Leader's
Intent

The Back
Brief

Where to go
as a leader

Lead with
optimism

Recognize
excellence

Opportunities
in the crisis

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