

LEADERSHIP DURING CRISIS

(1 OF 2)

- Arriving on the scene in a disaster – must be the calm in the storm.
- Work through the chaos and confusion – don't add to it.
- Can't do everything at once – establish Priority of Work.
- Look for quick wins.
- In a disaster, you are the priority – if you ask for it, you'll get it.
- Need decision superiority – See first, Understand first, Act first.
- Collaboration is key – everybody's got a boss – unity of effort, not unity of command
- Who else needs to know?
- Public information critical in a disaster situation – poor comms.
- Must give media access – if you're not speaking, someone else will speak for you.
- Stay connected with those responsible – Mayor, Governor, President, NORTHCOM.
- Track what those key leaders are saying so no contradictions.
- Have to deal with misinformation put out by others.
- Real art of leadership is getting people to follow you willingly.
- Audio and video have to match.
- Leader can't be an observer, must be a player.
- Leader takes responsibility for what happens – good, bad, or ugly



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(2 OF 2)

- **See first understand first act first.**
- **In crisis first report is usually wrong.**
- **Invest yourself personally in your subordinates success.**
- **Ability to listen to bad news...don't shoot the messenger.**
- **Real art of leadership is getting people to willingly follow you.**
- **Who else needs to know? Collaboration.**
- **Listen, you have 2 ears and 1 mouth. 2 x Times Listening.**
- **Leader can't just be an observer, must be a player.**
- **Leader takes responsibility for what happens - good, bad, or ugly.**
- **Your people are #1.**
 - **QOL - Health**
 - **Security**
- **Life time Learner.**
- **Best case / worst case.**
- **Be wary of quicker, better, faster, cheaper.**
- **Be a champion of change.**

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