



## Leadership in a Crisis Worksheet

XM Truth: Revenue – Costs = Profit

Step #1: Protect existing, or Create New Revenue Streams

What problem do you solve? Who has that problem? How much is it worth for them to have that problem solved?

What new opportunities have been created by the crisis?

How else can your team's existing strengths/talents/abilities/capacities be deployed?

What businesses could you collaborate with to create a 'Quarantine' package?

Step #2: Reduce your costs wherever possible

Short Term: Rogue wave

- Delay any hiring activity
- Negotiate a short-term reduction with the landlord
- Right-size your team (See Set Priorities)
- Ask everyone on the team to take a Covid-19 pay reduction
- Reduce operating hours
- Evaluate every monthly cost for potential reductions, temporary suspensions
- Transfer any credit card debt to a new card with extended no interest
- What else? Almost everything is negotiable right now!

Quick action preserves cash, extend your ability to weather the storm. Do this and teach your team to do this with their personal finances as well.



### Step #3: Monitor government channels for relief opportunities

- Make sure you are on Hannah's email list for our Xtra Mile updates

### Step #4: Developing Courses of Action

Brainstorm ideas

Evaluate with your team and outside advisors/collaborators

Identify best ideas with highest potential

Make a decision

Make a plan for a low-cost probe (Project Planner)

Take action

### Step #5: **Empathetically Engage your 'Neighbors'**

Working remotely is a real challenge for keeping connections.  
Who is your neighbor?

First, stay empathetically engaged with your leaders and team. Have a daily huddle or check in with as many as possible using video chat software. Share a quick update, inspire them, check their cues for work and what's next. Then, check in with a few individuals every day, ask about family, impact on spouse, homelife etc.

Second, check in with your current and former clients. How are they doing? What are their challenges? How can you help them (not a pitch)? Make a connection, offer a resource, share something that is working for you.

Third, Referral sources and geographical business neighbors. Check in with them and ask how you can help.