

Leading through uncertainty

Uncertainty during a crisis adds a level of stress that can make even the most routine of tasks seem nerve wracking. BTS leaders share their expertise on the steps you can 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.



Did you know...



92%

of US execs have a crisis response plan

but...

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

Many BTS programs can be delivered virtually



BTS has developed **over 120,000 people** virtually world-wide



Developed 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.

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



Did you know...

30+ years

BTS has been a leader in business simulations

We have designed and delivered business simulations for more than

50%

of the US Fortune 100

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



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.

