

## Covid-19 Response for Association Leaders

# Leadership in Unprecedented Times



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### 1. **Your mission is being challenged.**

Take a hard look at your mission. Members are depending upon like you never before. Get out in front and help them navigate through the pandemic.

### 2. **Your revenue may take a significant hit.**

Reserves are for emergencies – that's what this is. Aggressive management of budget is in order. Recognize your most valuable assets: members, volunteer leaders, staff and the consultants who mitigate risk.

### 3. **Include your volunteer leadership now.**

Contact your chair, executive committee, and board of directors to begin discussion of the key issues you are facing. Keep the board focused on the strategic. They provide guidance; you figure out how.

### 4. **Begin systematic, periodic communication with your executive team.**

Crises demand a weekly deep session, 1-2 hours, followed by daily stand-ups of 15-30 minutes where each person identifies their priorities and asks for help, which they receive after the meeting.

### 5. **Working at home: an experiment that cannot fail.**

Embrace remote working and focus on (a) learning, and (b) course correction. Don't expect your leaders to get it right immediately. Instead help them figure it out and stay solution focused.

### 6. **Take care of yourself.**

This is a marathon and we don't know how long it will last. Your rest, nutrition, and renewal are a priority so you can face each challenge with vitality and clear sight.

### 7. **The impact is global.**

In past crises the impact is local so resources can be brought in from surrounding areas. Today, it's hitting everyone. The good news is that we are all figuring it out together and there will be systemic relief.

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How can I help? We don't have to have a contract to have a conversation.