



7 Other things to watch for

When your organization is in the midst of crisis, use these prompts as a regular touchstone to ensure you are on track.

Articulate your goals

People can't help you achieve your goals if they don't know what they are. Take the time to clarify what you want to achieve and why – and then tell others who need to know.

Be ready for surprises

Don't just plan for the expected – be ready for the unexpected too. Always consider the multiple possible ways that a scenario could play out. Try to find solutions that are robust across diverse conditions.

Review, reprioritize and redeploy

Break free from business-as-usual thinking and ways of doing things. In a crisis you need to be responsive, agile and adaptable. If your usual way of doing things isn't going to be sufficient – come up with new ways to get things done.

Appreciate alternative perspectives

Draw together diverse teams to stress test ideas and to come up with new solutions. Form teams around specific problems rather than areas of expertise - this way you encourage cross-disciplinary and cross-team collaboration, enabling a broader mix of people with a stake in the problem, to be involved in designing the solution.

Get ahead of the crisis

While today's challenges might seem enough, I'm afraid tomorrow will bring a whole new set of challenges. A crisis situation will always evolve. Like a chess player, you need to think several moves ahead. What will likely be your big issues tomorrow, next week, next month? What can you do now that will put you in a better position to deal with them when they do arise?