

CRISIS LEADERSHIP

Prepare. Respond. Recover.

When disruption hits, the leadership playbook changes.

CRISIS LEADERSHIP PRIORITIES

Protect people. Maintain operations. Preserve trust.
Communicate with clarity and lead with confidence.

01

PREPARE

Build readiness before the incident.

02

RESPOND

Act decisively amid incomplete information.

03

RECOVER

Restore trust, continuity, and resilience.

FROM TRADITIONAL TO CRISIS LEADERSHIP

Disruption demands a different set of decisions, priorities, and behaviors.

TRADITIONAL LEADERSHIP	CRISIS LEADERSHIP
Build vision	Establish direction amid uncertainty
Develop people	Protect people
Seek input	Make timely decisions with incomplete information
Build consensus	Provide clear direction
Drive performance	Ensure safety, stabilization, and continuity
Delegate responsibility	Direct critical actions
Manage change	Lead through disruption
Optimize operations	Preserve operations
Coach and develop	Reassure and communicate