

a branded world

PODCAST

with
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5 KEY STEPS LEADERS NEED TO DO
T BUILD A RESILIENT CULTURE

EPISODE 078 | HOW TO BUILD A RESILIENT CULTURE

marca strategy

1. Build Community

We may be apart but your team needs you and needs each other. Build community and make it as real as possible.

Go beyond pushing information out and start building community. Create different ways for people to connect, share ideas, ask questions or just "be" with each other. We have to physically isolate but we don't have to socially isolate.

Ideas:

- Have daily team gatherings and encourage teams to share comments and ideas.
- Create virtual lounges where people can "get together" and talk about anything, it doesn't have to be work related.

2. Start the "How might we?" conversation

It may feel wrong, but start as fast as you can the conversations about how might the organization move forward. Be intentional in moving from the "problems" to the "possibilities". The faster you start thinking and acting on what you can do more likely you are to overcome the crisis. This gives your team hope and enthusiasm. It takes intentionality to move your team to the right mindset to see beyond the challenges and start imagining what may be possible.

Ideas:

- Ask your team to be bold and courageous and engage them in generating ideas.
- Encourage teams to have a disruptive mindset and experiment.

3. Live by your values

Your values are there to guide your decisions and actions, and during difficult times acting based on your values gives you the opportunity to demonstrate you are who you say you are. Internal teams and external audiences alike will remember how you choose to navigate your way through this difficult time.

Ideas:

- Be clear and honest.
- Ensure every decision you make is consistent with your values, and openly speak to it.

4. What is the value you bring?

Work is no longer about a specific place or "working hours" but rather about how you're contributing. Some roles may need to change. Be open and discuss that matters and what it means to bring value and have an impact.

Ideas:

- Engage your team members on how their roles need to transition and how they can bring the most value. Doing so will help reinforce the importance of self accountability and highlight the value of each team member.

5. Don't wait

Waiting for the storm to pass may rob you from using this time to re-inventing and re-imagining your organization. Make sure you don't miss out on opportunities even when you have to face the current challenges.

Ideas:

- Be intentional in creating the time and the right environment to be bold and courageous.
 - Empower your team to have or develop a disruptive mindset.
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