Three Keys in a Crisis

As teams are thrown into a virtual environment, it can create a swirl of confusion as everyone scrambles to figure out what to focus on, how to stay connected and what tools to use. First Things First – you've got to get your team's attention and, after ensuring everyone's OK, address these three fundamental questions:

1. **The Mission**: *What is our Mission in this specific situation? What are our priorities?*
2. **Communication**: *How are we going to stay well connected as a team?*
3. **The Tools**: *What tools do we have and how the heck do we use them?*

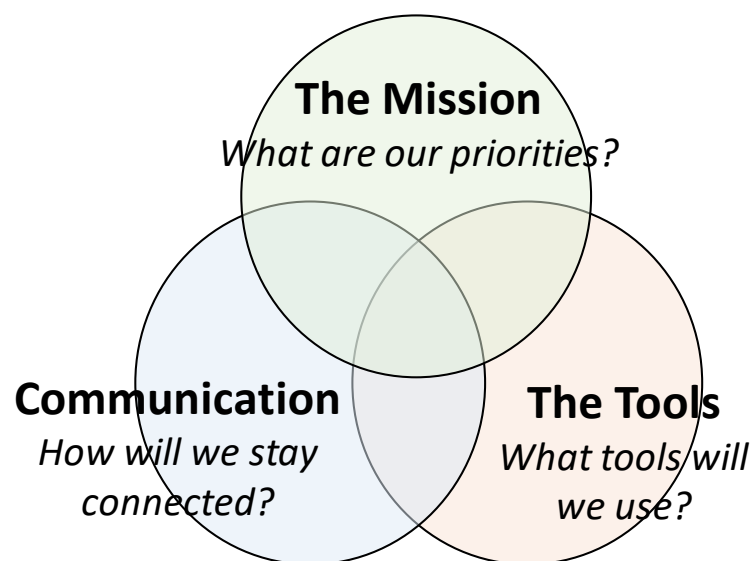**First, let's ensure that everyone is OK:**
- *Let's make sure everyone knows they're cared for and has a chance to be 'heard'. You never know what someone else is going through, so let's give each other a chance to unburden, if they'd like to.*

Second, we have a Job to Do:
- *What is our "New Mission", in this situation?*
- *Let's get as focused as we can, and let's get to work.*
- *How can we best serve the organization and our stakeholders in this situation?*

Finding the "Sweet Spot"

The challenge is finding the "sweet spot" that brings these three together. You've got to know what your Mission is (and *isn't*), and you'll have to communicate effectively to stay connected, but you'll need the right tools to get the job done:

The Mission
What are our priorities?

Communication
How will we stay connected?

The Tools
What tools will we use?

The Mission

1. <u>**What is our Mission in this specific situation**</u>?

    Has our Mission changed? Or Not? Do we continue doing what we've been doing, or do we have to adjust? Or completely revector?

*   **Option A: No Change** – *Is our Mission exactly what is needed right now?*
    If so, then Stay On Task. Find new ways to work if needed, but Get the Job Done.

    Examples might include: Healthcare, First Responders, Public Services

*   **Option B: Some Change** – *Does our Mission need to adjust, to some degree?*
    If so, we need to decide what adjustments to make and how to make them.

    Examples might include: Education, Retail, Transportation

Option C: Complete Change – *Do we need to completely redirect our Mission?*

    Examples might include: Entertainment, Event Planning, Travel

<u>**Action:**</u>

*   *Which category describes your organization?*
*   *What adjustments do you need to make, and on what timeline?*
*   *How will you communicate these adjustments, to whom, and by what means?*

2. <u>What are our priorities</u>?

Given any adjustments regarding Mission, above:

- *What are our top priorities?*
  - *Have they changed, or are they staying the same?*

- *What work CAN we do?*
- *Is there anything we CANNOT do, and how might that disrupt our Mission?*

- *With whom do we need to communicate regarding our mission & priorities?*

- *How will we communicate, when, and by what means?*

- *Our Team(s):*

- *Our Stakeholders:*

Communication

1. Which information is critical, for whom?

- Leadership Team:

- Staff:

- Stakeholders / Customers:

2. What cadence works best, and which platforms will we use, for:

- *Leadership team – Daily?*

- *All Hands – Weekly?*

- *Sub-teams?*

- *1-to-1s?*

- *Inter-personal / Informal communication?*

The Tools

*1. **What tools do we have / need for which purposes?***

-   *Project Management (planning, execution, accountability, etc.)*

-   *Collaboration (design, innovation, problem-solving, etc.)*

-   *Communication (All Hands, sub-teams, 1-to-1, various stakeholders, etc.)*

*2. **Does everyone have access and know how to use the tools?***

-   *What training is needed on which tools, and for whom?*
    How and when will we carry that out?

*3. **Do we have specific processes / protocols in place to ensure consistency?***

-   *Have we clearly defined what information goes where?*

-   *Do we have clearly defined naming conventions? Ownership & access rights?*