LEADING IN CRISIS
2021 ABHE Annual Meeting

February 17, 2021

Dr. Mark Jobe
President
Crisis is disruptive. It accelerates CHANGE. It creates challenges and opens opportunities simultaneously.
“Never let a good crisis go to waste.”

-Winston Churchill
LEADING IN CRISIS

1. Empathize with the emotional toll of this Crisis
LEADING IN CRISIS

2. Define the Reality of the situation

“First job of every leader is to define reality.”

-Max Depree
LEADING IN CRISIS

3. Clarify a new set of immediate priorities

“Failing organizations are usually over-managed and under-led.” -Stephen Covey
LEADING IN CRISIS

4. Make Yourself Visible and Present

“In a crisis, don’t hide behind anything or anybody. They’re going to find you anyway.”

–Bear Bryant, former Alabama football coach
LEADING IN CRISIS

5. Celebrate new victories and team resilience
LEADING IN CRISIS

6. Anticipate and identify unexpected opportunities
We can be so distracted by the challenges that we miss the unexpected opportunities.
LEADING IN CRISIS

7. Inspire hope and build confidence
8. Evaluate what lessons this crisis is teaching you that you want to carry over
“The ultimate measure of a man is not where he stands in moments of comfort, but where he stands at times of challenge and controversy.”

-Martin Luther King Jr.