

LEADING IN CRISIS

2021 ABHE Annual Meeting

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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

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1. Empathize with the emotional toll of this Crisis

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2. Define the Reality of the situation

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

-Max DePree

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3. Clarify a new set of immediate priorities

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

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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

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5. Celebrate new victories and team resilience

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6. Anticipate and identify unexpected opportunities

**We can be so distracted by the
challenges that we miss the
unexpected opportunities.**

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7. Inspire hope and build confidence

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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.