
LEADERSHIP DURING UNCERTAIN TIMES

PREPARING FOR & NAVIGATING THROUGH



SO. MANY. OPINIONS.

Tell a Great Story

Manage Your Stress

Trust Your Team

Invest in New Products

Focus on Core Product

Make Cuts Early &
Not Often

Invest in Growth

Don't Over Invest

Find More Partners

Outsource

Insource

Lead with Vulnerability
& Transparency



1 DELIVER. CONSISTENTLY.

**2 KNOW YOUR LIMITS.
FILL THE GAPS.**



#1





DELIVER.

CONSISTENTLY.



THE THREE

P
S

PRODUCTS

PROCESS

PEOPLE



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<https://hbr.org/2009/04/adopting-a-fresh-take-on-today>

www.ConsultBrightBlue.com

PRODUCTS



If I had asked the people
what they wanted, they
would have said faster
horses.

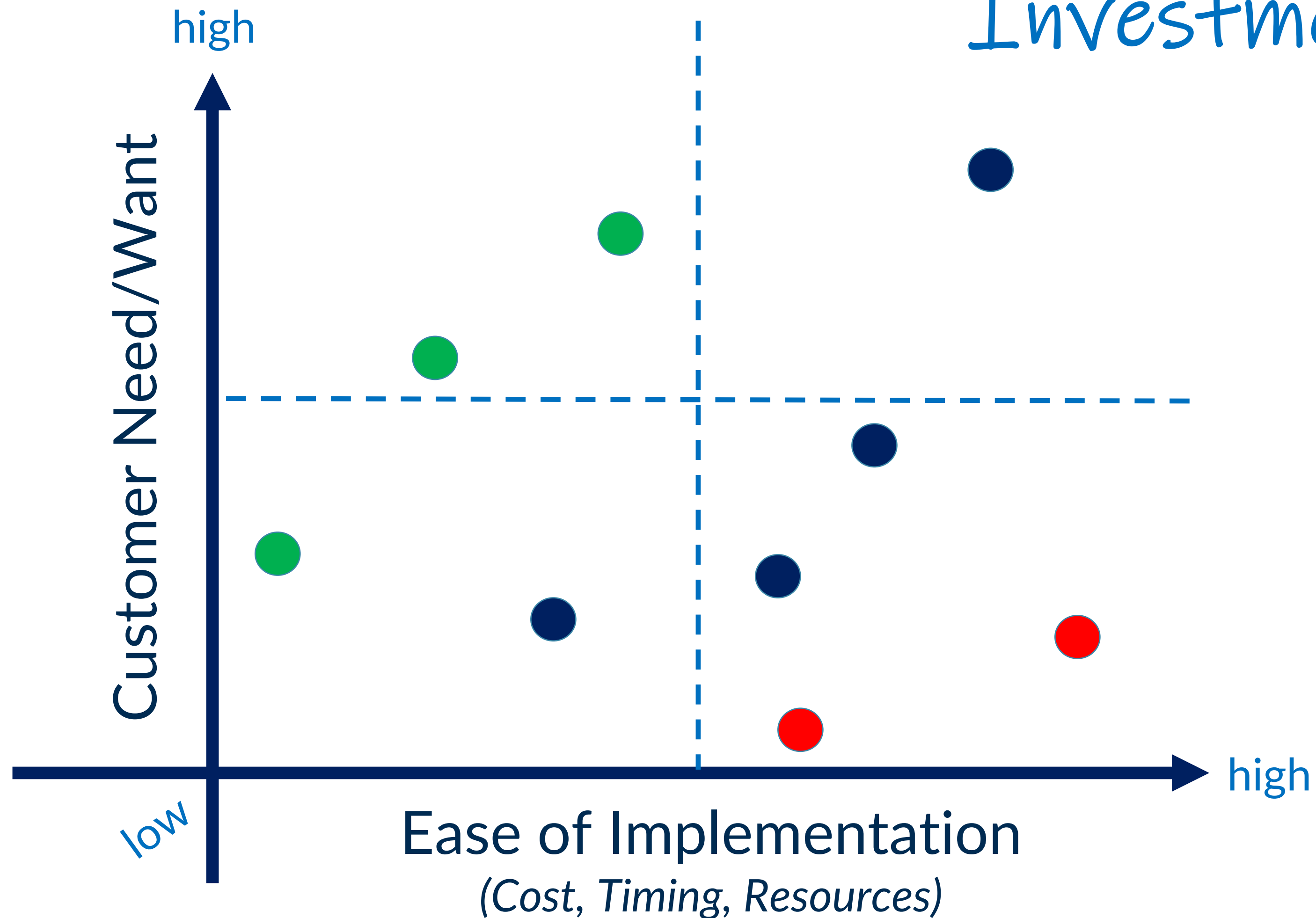
- Henry Ford

But, it is still a good idea to listen...

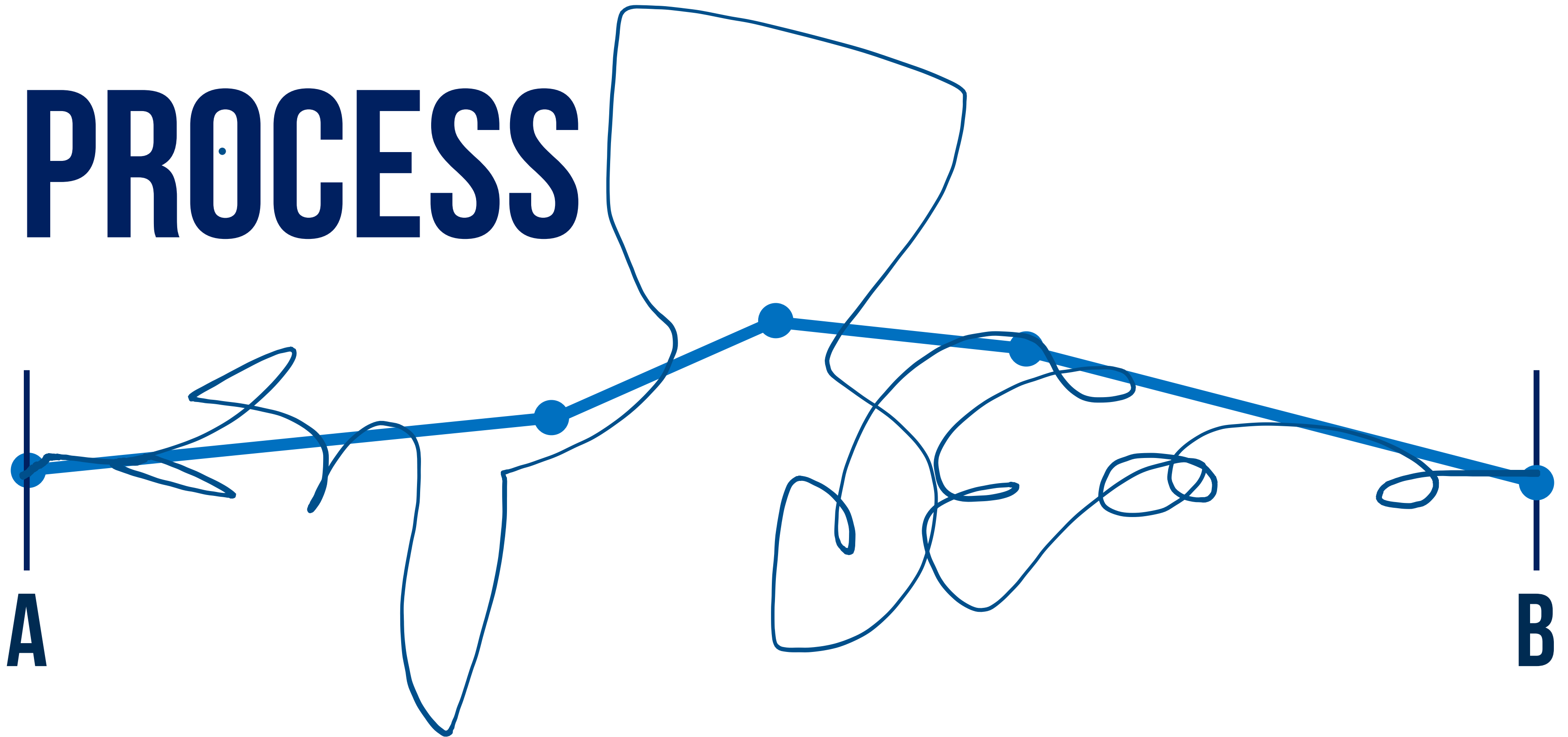


PRODUCTS

Goal: Balance
Impact &
Investment



PROCESS



**WHAT IS YOUR
REAL PROCESS?**



PROCESS

Customer's Journey Map

- Entry & Exit
- Actions, Challenges & Opportunities
- Happy & Pain Points



Brown
Paper
Exercise

Focus on **Customer Point of View**

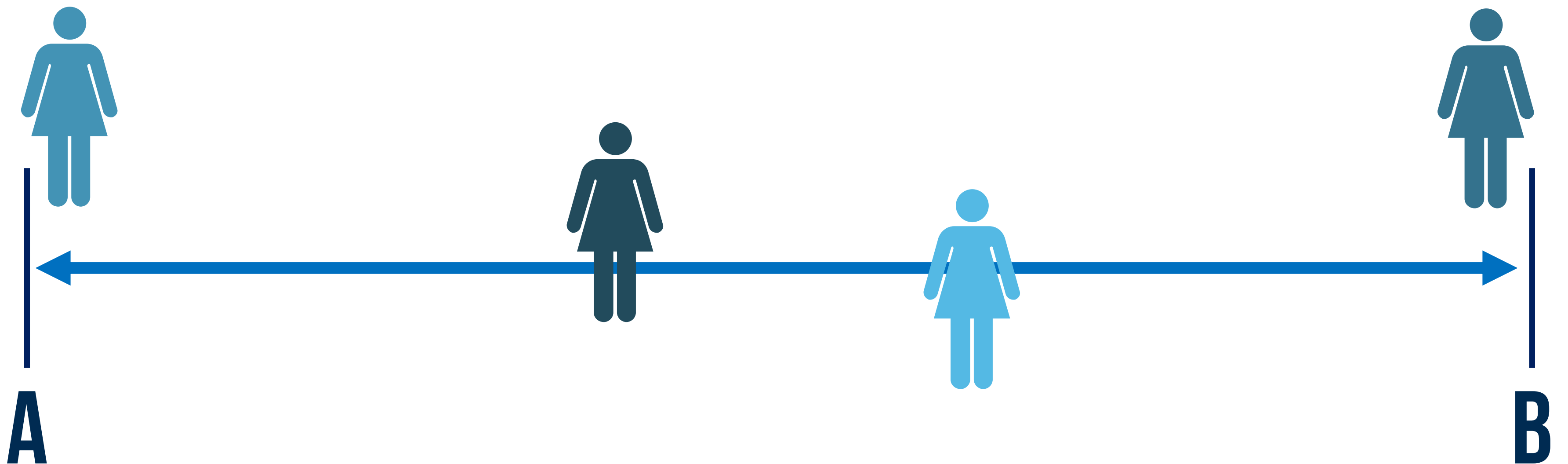
(Consider bringing one in!)



PEOPLE

TYPICALLY ASK:

Do You Have the
Right People in the **Right** Seats?

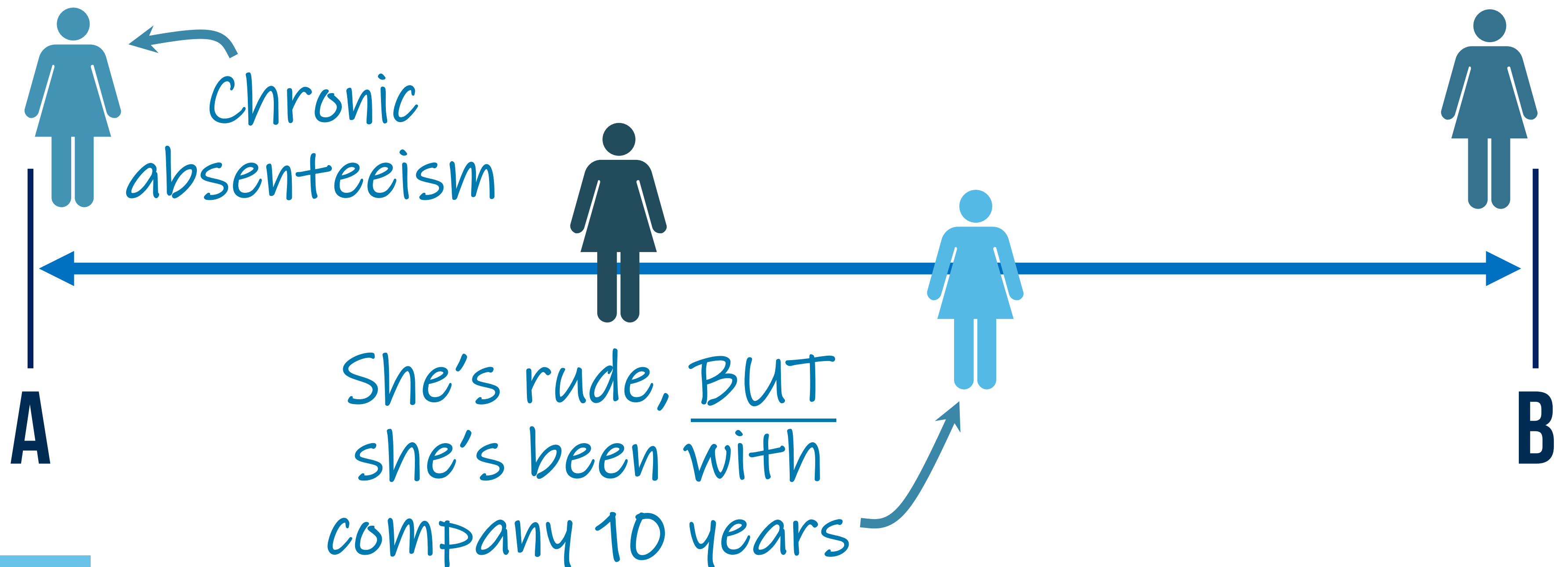


PEOPLE

ASK:

Are You Avoiding
Any **Hard** Decisions?

*What conversations are you **not** having?*



WHAT PEOPLE NEED

When lacking,
these are
key drivers
of job
BURNOUT

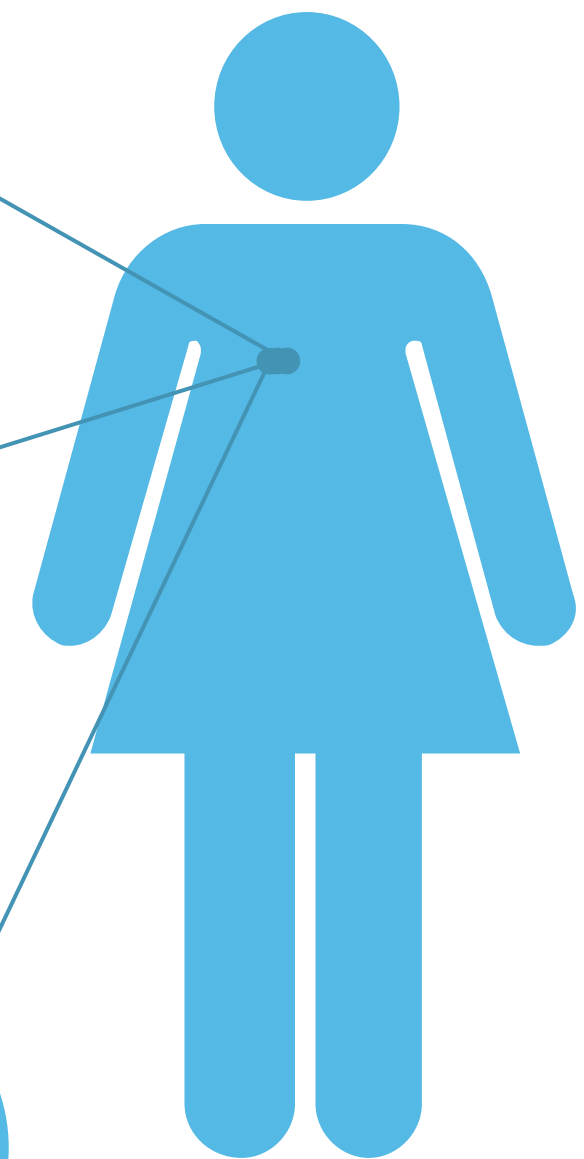
Role Clarity



Responsibility
+ Authority



Accountability +
Appreciation



#2



Self-awareness involves deep personal honesty. It comes from asking and answering hard questions.

- Stephen Covey



Only when we are
**brave enough to
explore the darkness**
will we discover
**the infinite power
of our light.**

- Brene Brown



KNOW YOUR

LIMITS.

then

FILL THE GAPS.



**YOU ARE AMAZING
AND TALENTED.**

AND ALSO HUMAN.

So extend yourself some grace!



CEO: MULTIPLE SKILLS NEEDED

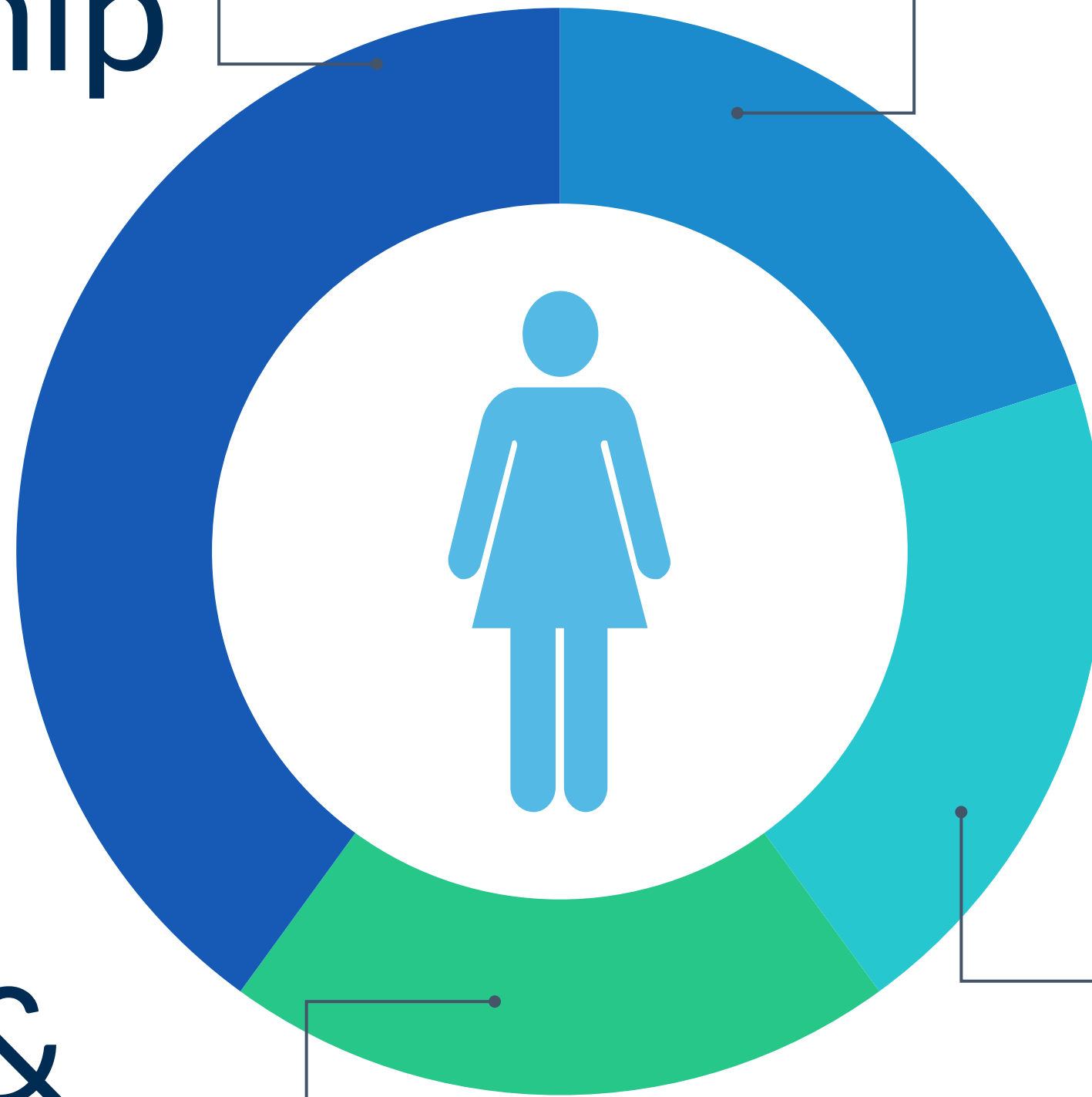
People & Leadership

Finance

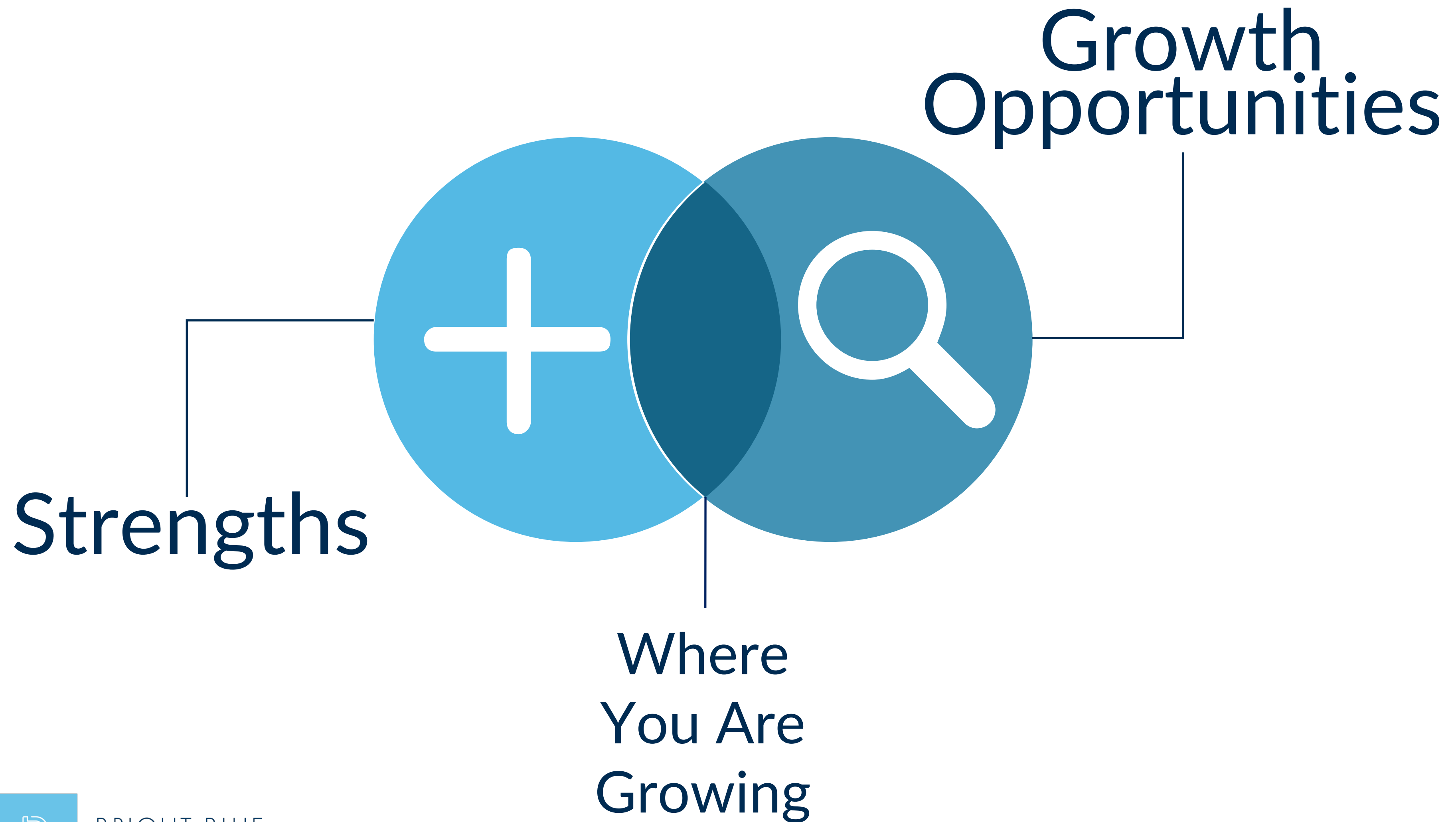
Volume & depth needed can differ as you grow

Sales & Marketing

Operations



WE ALL DIFFER: SKILLS



WE ALL DIFFER: STRESS

Best Self



Stressed Self



WHAT IS IN YOUR WAY?

Giving Feedback

Receiving Feedback

Delegation

Time Management

Perfectionism

Not Leveraging
Your Network

Overvalue Expertise

Eager to Please

Work/Life Imbalance

Poor Boundaries

Avoiding Conflict

Paralyzed by Fear of
Failure

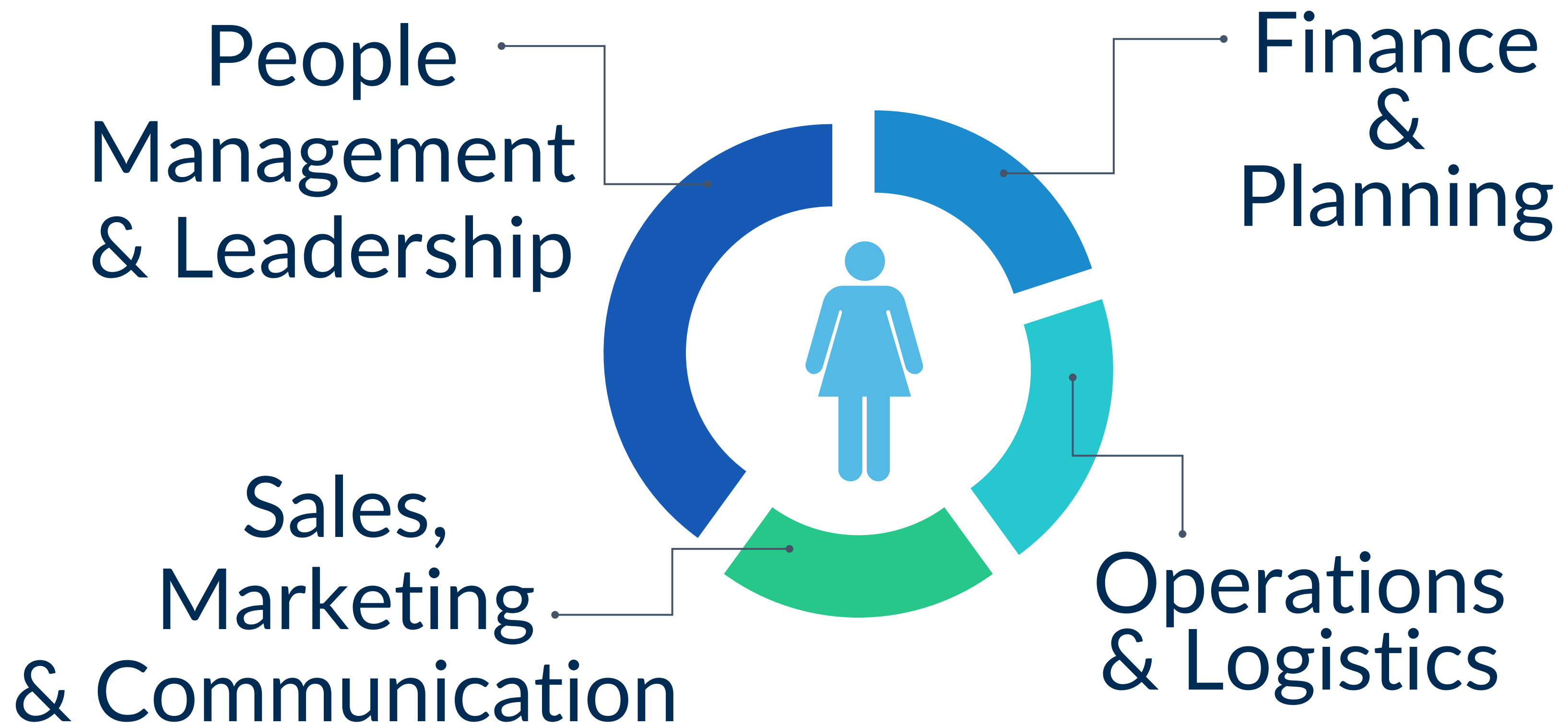


SET UP FOR SUCCESS

1. Assess You: Know Your Gaps

We all have blind spots. 
Consider an Assessment.





Assessments help you identify
Missing Pieces



WHAT PEOPLE NEED

*Leaders
often
overrate
their skills
in these
areas*

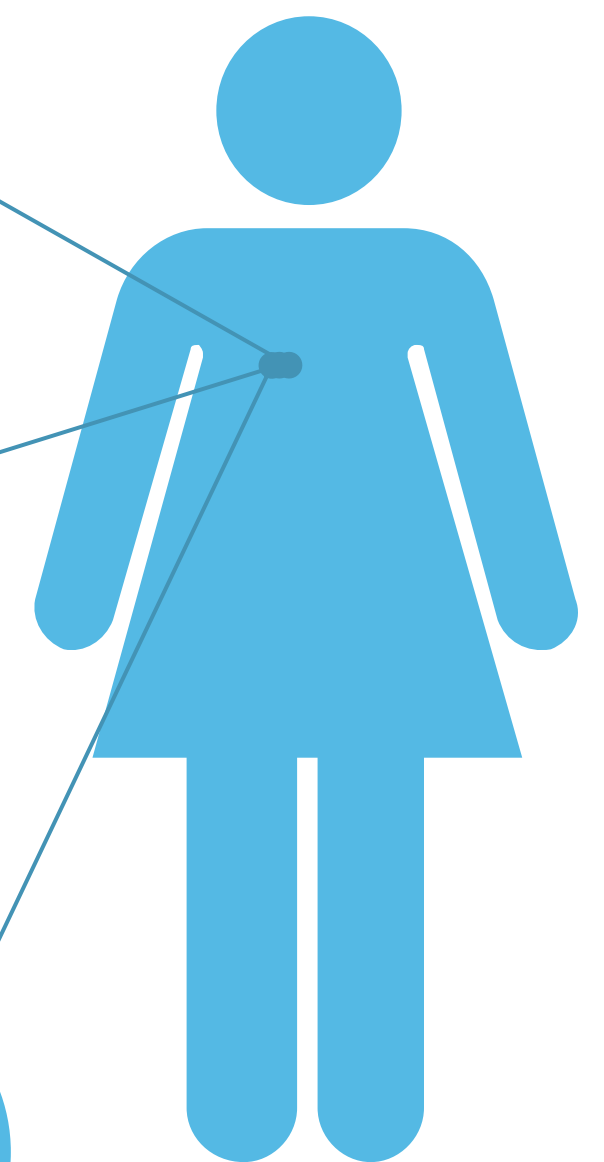
Role Clarity



Responsibility
+ Authority

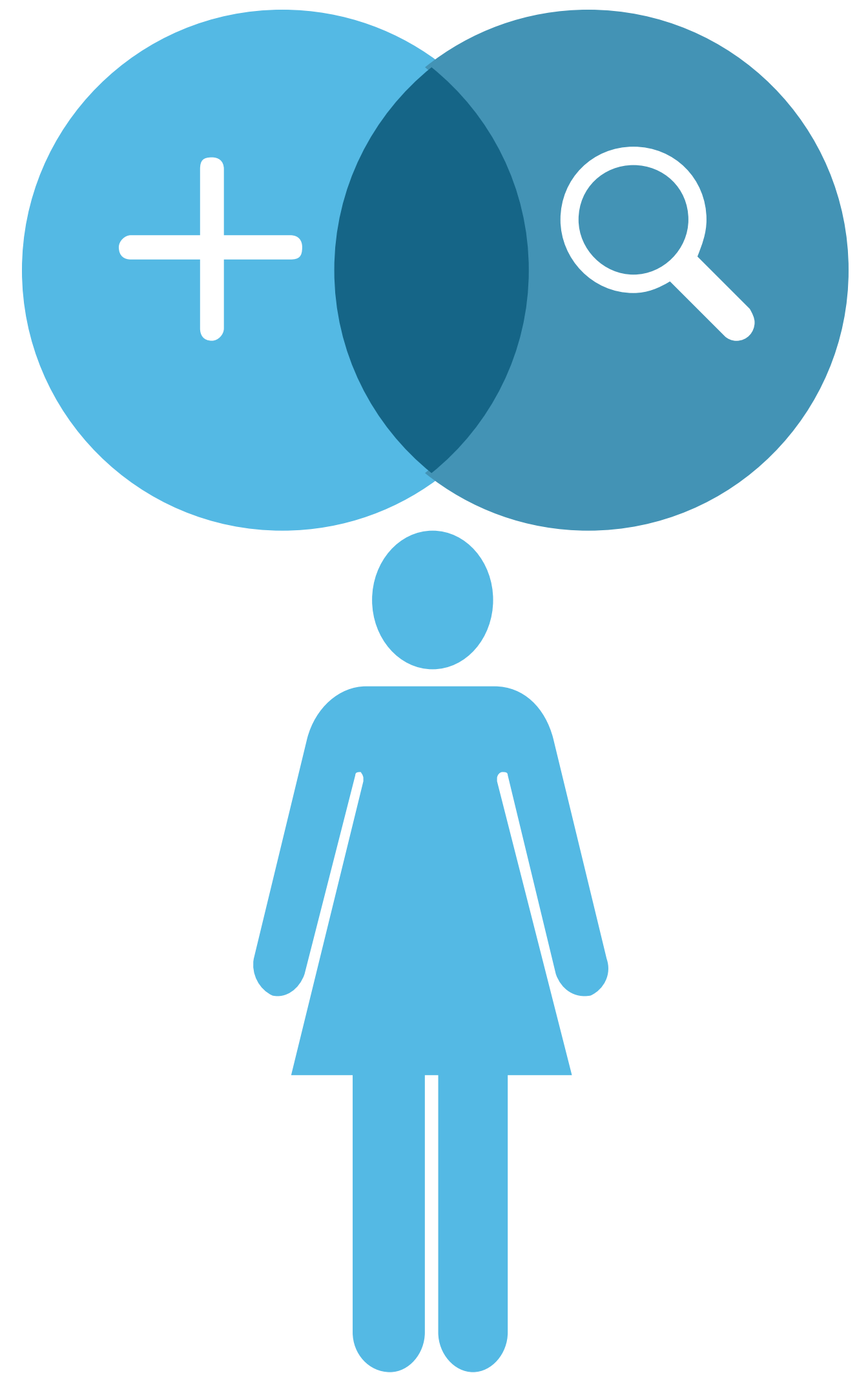


Accountability +
Appreciation



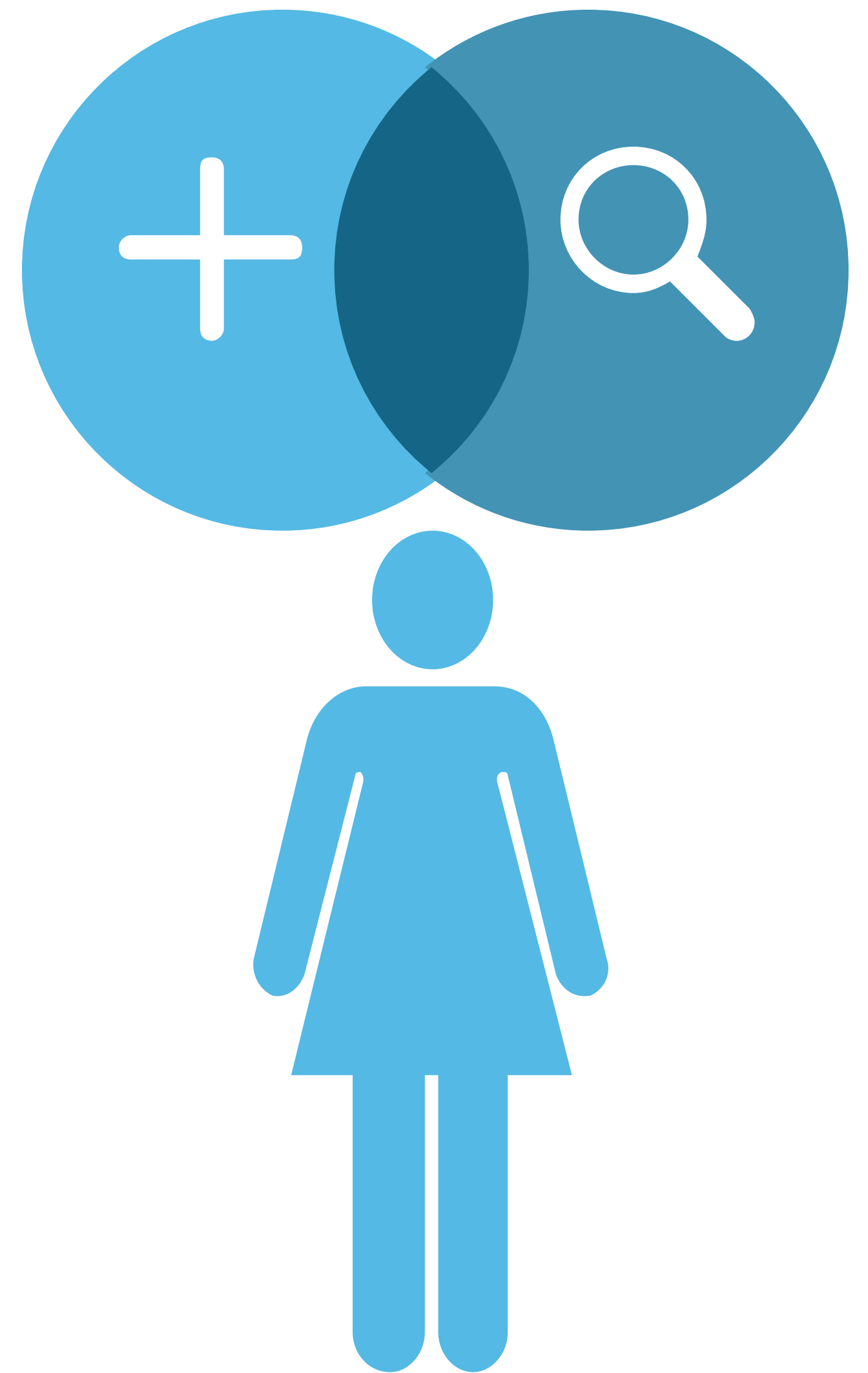
WHERE DO YOU
EXCEL?

WHERE DO YOU
STRUGGLE?



WHAT DO YOU
LOVE DOING?

WHAT DO YOU
LOATHE?




SET UP FOR SUCCESS

1. Assess You: Know Your Gaps

2. Fill the Gap: Enlist Allies to Drive Change

You do not have
to do this alone!



MAKING CHANGE STICK



Get Specific on Improvement



Identify an **Ally**



Ask For Help



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MAKING CHANGE STICK



**Get Specific on
Improvement**

***(Pick One.
Start Small)***

I need to give more positive feedback to my employees.

*I get angry when I get hungry.
I want to eat lunch every day.*

*I want to control my email – not
let it control me. I want to check
it three times only.*

MAKING CHANGE STICK



Identify an **Ally**

Someone who knows you.

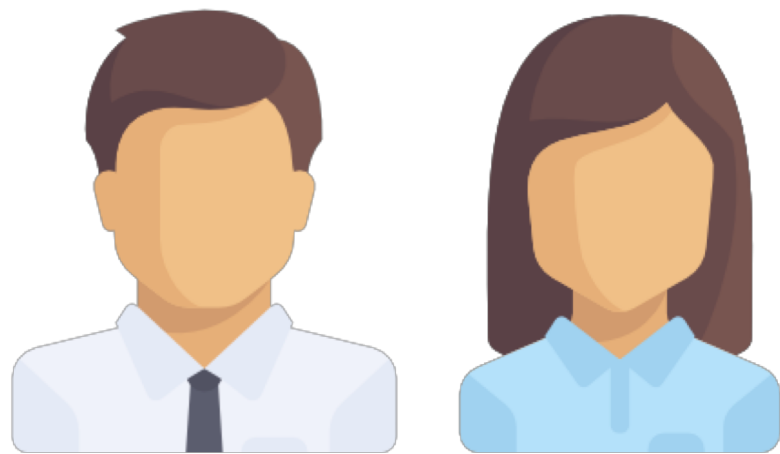
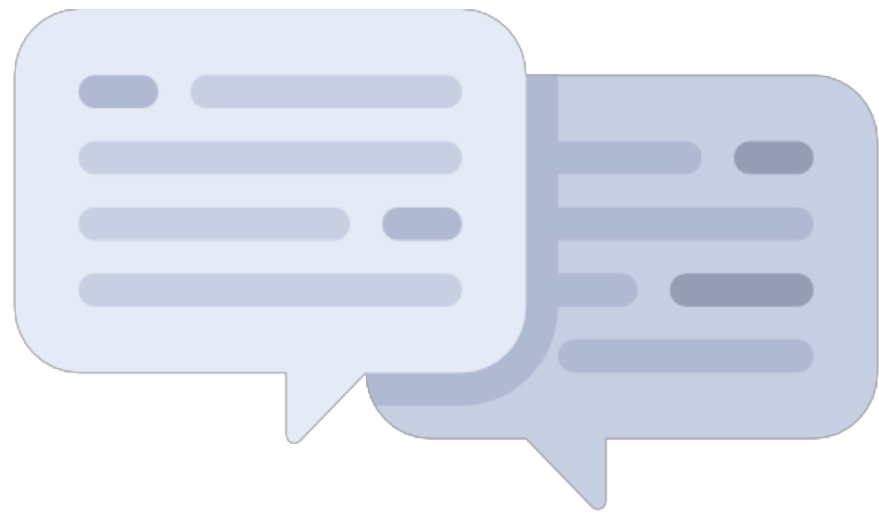
Ideally you see them frequently.

Good history.

Know they will be honest—
but kind when you need it.



MAKING CHANGE STICK



Ask For Help



*Accountability
partner*

“I need to give more positive feedback to my employees.

Can you support me in this effort?

I will email you every Friday with three things I have done in this area.”



MAKING CHANGE STICK



Use an Assessment to
Identify **GROWTH** Areas.

Start **SMALL**. Get a **WIN**.

Try For **30 DAYS**.

Then, Pick a **NEW** Behavior.



YOUR 30-DAY CHALLENGE

→ Email Me.

→ Enroll in Challenge.

→ 2x Week Coaching.

And cheerleading!

The future is always uncertain.
Set yourself up for success **NOW**.

DELIVER. CONSISTENTLY.

KNOW YOUR LIMITS.

FILL THE GAPS.



LET'S TALK MORE...

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www.ConsultBrightBlue.com

Let's
Be
Social



ConsultBrightBlue



Bright Blue Consulting



BrightBlueCoach



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CONSULTING

ADDITIONAL RESOURCES

- ConsultBrightBlue.com/blog
- *How Women Rise* – Sally Helgesen
- SheNegotiates.com
- HBR Podcast: WomenAtWork



*Email me for deck:
Nicole@ConsultBrightBlue.com*

