
Subject: Thoughts about a quality CEO response to the Coronavirus.



CEO Leadership Insights



Thoughts about a quality CEO response to the Coronavirus.

Dear Daniel,

This is a sensitive and personal topic and I don't assume that any single opinion applies verbatim to all CEOs. The following is sent in the spirit of idea-sharing and collective action.

People have been bandying around the word 'disruption' for years but it was always going to be notional until true disruption hit, which it has at a rapid pace.

The early takeaways in my view are as follows:

- ***A positive-reframing of this situation*** is within your grasp and will depend on your mindset and self-talk to generate helpful thoughts. Observe yourself to see if you're getting stuck in limiting assumptions or outdated thought-patterns.
- ***Businesses - particularly service businesses - have proven to be very***

fragile and yours may be one of them (read this book [Antifragile](#), if you are interested in this topic). Use this time to think hard about what options are available to you in order to future-proof your business. For instance, is there another business model that could be more effective for you? Do you need office space? Could you leverage technology more and better? What are the easy and quick pivots to make in times like these?

- **What opportunities might lie in wait for you** to prove your worth as a true partner to your clients, employees or shareholders? Free consulting, thought-partnering, sound-boarding are all ways of generating deep and lasting relational capital.
- **What are you doing personally to model excellence to your team** during these times? Can you illustrate how time might be used differently? Or how new planning/creating initiatives can be taken on? Or how rest can be modeled well?

Great businesses survive by approaching challenges better and differently than their competitors. Think 'great' right now, in the most holistic sense of the word, and formulate your best possible response to this virus.

Finally, I am going to create a forum from this tribe of approximately 250 CEOs. If you have:

1. Requests of other CEOs
2. Questions for other CEOs
3. CEO best-practices to share

... then please send me an email at rowan@lockstep.co.za and I will be in touch with you tomorrow around how I will set up these live forums for us to connect and share learnings.

If ever there was a time for a tribe of CEOs to band together, this is it.

Regards,

Rowan

I would like to hear from you. If you have a particular leadership challenge, I will happily carve out time to discuss this with you. Feel free to reach out to me directly if you need a sounding board.



LOCKSTEP, 31-33 Loop Street, Cape Town, Western Cape 8001, South Africa

[Unsubscribe](#) [Manage preferences](#)

Send free email today

HubSpot