



# The First Job of a Leader is to Define Reality

## Why?

**Because that dictates everything else.**

During a crisis, leaders feel ill-equipped to do this because they don't have all the information.



Here is how to proceed:

1. Say what you do know
2. Acknowledge you don't have all the answers
3. Outline the plan for moving forward
4. Outline what is needed of your team
5. Acknowledge things will change
6. Establish regular updates and check ins