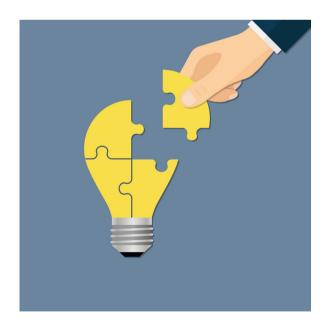


Why? Because that dictates everything else.

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

