



Part I: This Unique Opportunity

A crisis or a significant disruption can present a unique opportunity to shape your culture because people's brains map faster during a crisis.

More importantly, culture is **VITAL** to surviving, and thriving during a crisis. **Why?**

- Clear values and culture cuts the “noise” for employees and board members.
- It ensures decisions are based on the organization’s values and culture, rather than reactivity.
- The employees closest to clients will make critical, real-time decisions to address emerging needs. Everyone benefits when these decisions are shaped by the organization's values and culture.
- Decisions based on clear values builds resiliency.

This does not require added work. Simple actions taken by leaders, managers, and all employees in the course of their day-to-day work can move the culture forward by leaps and bounds.