



Leveraging Crisis to Strengthen Your Culture

Part II: The Leader's Role

While changing an organization's culture is normally a slow process, leaders can move the culture forward by leaps and bounds through a few simple actions during a crisis:

- 1. Weave:** the culture and values into every communication.
 - Call out the unique contribution your organization and its employees are making during the crisis and how this contribution is informed by your culture and values.
 - Highlight specific examples of employees putting the culture and values into action and the impact of their actions.
 - Identify the role of the culture and values in key decisions.
- 2. Walk the talk:** ensure leadership decisions and actions reflect the desired culture and values.
- 3. Express compassion:** Acknowledge and express compassion for employees' struggles even if you can't fix the difficulties. People can withstand almost anything if they are seen, heard, and valued.