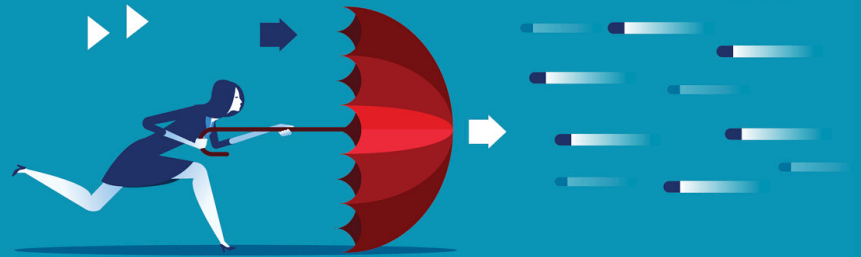


# Leveraging Crisis to Strengthen Your Culture



## Part IV: The Role of All Employees

Although culture may be the last thing any of us think about during a crisis, it is the first thing that informs how we respond.

All employees can help ensure that the organization's values and culture, and not human reactivity, is what guides an organization's actions during a crisis by following these few simple steps:

- **Demonstrate:** the culture and values through your own actions
- **Recognize:** other employees demonstrating the culture and values. Thank them and let them know the impact they are making.
- **Look for opportunities to demonstrate compassion for others:** listening and recognizing other people's struggles, even when you can't fix their difficulties, lets them know that they are seen, heard, and valued. People can withstand almost anything when they are seen, heard, and valued.