

Bridgeway to Success™

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**COMFORT,
INSPIRE,
MOBILIZE.**

Recession Strategies: Communication is King

The onslaught of news about the economic slide continues. As a result, your people are apprehensive, even fearful. Now more than ever they need your leadership. What should you communicate?

- 1. Acknowledge the darkness.** Be real. In tough times people are especially sensitive to spin. Your job is to put the truth on the table and help them understand it so you can collectively confront it.
- 2. Point to the light at the end of the tunnel.** Be positive. Show them what success looks like. How restructuring now will better position you for the next upturn. How investing today will help you leapfrog your ailing competition tomorrow.
- 3. Outline the roadmap.** Be clear. A realistic plan to get to the light at the end of the tunnel helps to relieve uncertainty and restore confidence. Let them know you are committed ... and you can't do it alone. You need their focus and commitment.
- 4. Communicate to hearts not just heads.** Don't underestimate your people's need for emotional connection. To connect emotionally you first need to be accessible emotionally. Show that you care about your people as individuals. Be especially generous expressing gratitude. Recognize good decisions, good efforts, good actions and good results.

Your people are looking to you. Comfort. Inspire. Mobilize. As you lead, they will follow.

Michael Canic