Leading Through Uncertainty

Lessons in Change Leadership

April 2020
Transition is a 3-Phase Process

People identify what they are losing and learn how to manage these losses.

They determine what is over and being left behind and what they will keep (relationships, processes, etc.)

Beginnings involve new understandings, new values and norms.

People seek to establish themselves in new roles with an understanding of their purpose, the part they play, and how to contribute and participate most effectively.

An in-between time when the old is gone but the new isn't fully operational.

People are creating new processes and learning what the new roles will be, but it's in flux and doesn't feel comfortable yet.
The Emotional Process of the Change

Understanding the 3 Phases:

Endings
People identify what they are losing and learning how to manage the loss.

Covid-19 Environment
• Lockdowns/Shelter-in-place feels daunting
• Travel restrictions and social distancing can feel isolating
• School closures and lack of learning and connection for children.
• Lack of food supplies/test kits
• Feeling sick or sick family/friend

Feelings you or your team might be experiencing:
• I have to learn new ways of working
• Is this the new normal?
• I’m distracted by this crisis
• I am scared/fearful/upset

Transitions
An in-between time when the old is gone but the new isn’t fully operational.

Covid-19 Environment
• Changes to work/home environment requires adjustment and feels overwhelming
• Unsure how long the pandemic will last
• Worried about layoff/loss of income
• Concern with ongoing health and wellness as a result of COVID-19

Feelings you or your team might be experiencing:
• What else will change?
• How is this going to work?
• I don’t know how to navigate this?
• I am overwhelmed

New Beginnings
Operating models, process, systems and routines are being put in place to adapt to this new normal.

Covid-19 Environment
• More resources on the pandemic
• Relief/support from government/company and community
• Ways to cope and deal with health, financial stability and wellness

Feelings you or your team might be experiencing:
• I’m ready to make this work
• I’m ready to try something new
• There are new opportunities that I had not considered before
• I have support
Leading Your Team

Strategies You Can Use to Cope and Manage:

**Mindset Shift**
By labeling the situation/feeling you start to acknowledge and learn that you can release and reframe.

**Behavior Shift**
Find specific actions and ways you and the team can adapt to this new way.

**Routine Shift**
Operating models, process, systems and routines are being put in place to adapt to this new normal.
Leading Your Team

Understanding the strategies:

**Mindset Shift**
By labeling the situation/feeling you start to acknowledge and learn that you can release and reframe.

- **Lead with empathy**
  Acknowledge the change and create a safe space for team to share

- **Clarify Expectations**
  Manage expectations to the new reality and the adjustments that might be needed.

- **Personal Communication**
  Stay visible through frequent and personal check-in’s.

**Behavior Shift**
Find specific actions and ways you and the team can adapt to this new way.

- **Build engagement**
  Listen and co-create solutions together for the new way of operating.

- **Reinforce expectations**
  Set manageable expectations for the team to feel like they can make progress and have wins.

- **Frequent Communication**
  Share information frequently and discuss what is top of mind for the team even if you might not have all the answers.

**Routine Shift**
Operating models, process, systems and routines are being put in place to adapt to this new normal.

- **Show encouragement**
  Celebrate the adjustment to this new way of working.

- **Celebrate accomplishments**
  Discuss recent contributions and build confidence about the capabilities and achievements of the team.

- **Adopt and Adjust**
  Adopt process, systems and routines that are working. Discuss with the team the ways of working that needs to be adjusted/refined.
We build effective organizations where both the business and the people thrive.

Blue Beyond is a woman-owned management consulting firm that focuses on the people side of business. So often it’s referred to as the “soft stuff” but in fact it’s the hardest for companies to get right. We partner with our clients to envision possibilities, activate their people, execute with excellence, and achieve breakthroughs.

Our seasoned consulting team has experience in nearly every industry, including consumer goods, financial services, technology, healthcare, pharmaceuticals, biotech, energy, manufacturing, telecommunications, and retail, as well as the education, and not-for-profit sectors.

We serve clients throughout North America, including global Fortune 500 companies, non-profits, universities, and small-and mid-sized firms.