



Leading Through Times of Crisis

by

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Short Description of the Presentation:

Great leaders are not afraid of great crises. Crises create opportunities to think outside the box to come out of the situation stronger and more profitable. This presentation is a conversation between Bill Kinnard, President of Grandy & Associates and Jay Owen, president of Design Extensions. You will find the conversation both encouraging and enlightening.

As the leader goes...so goes the company

What is within our control?

Analogy of the race track

Don't make decisions out of fear

You are not alone – shared reality

Learning from other companies/industries

Turn off the news!

How to communicate with the team members/customers

Value of knowing your numbers

Differences in cash basis and cash flow

Be willing to change how you do business

Cross training team members

Technologies that can aid your company

Look for other opportunities

Marketing in this environment

Summary