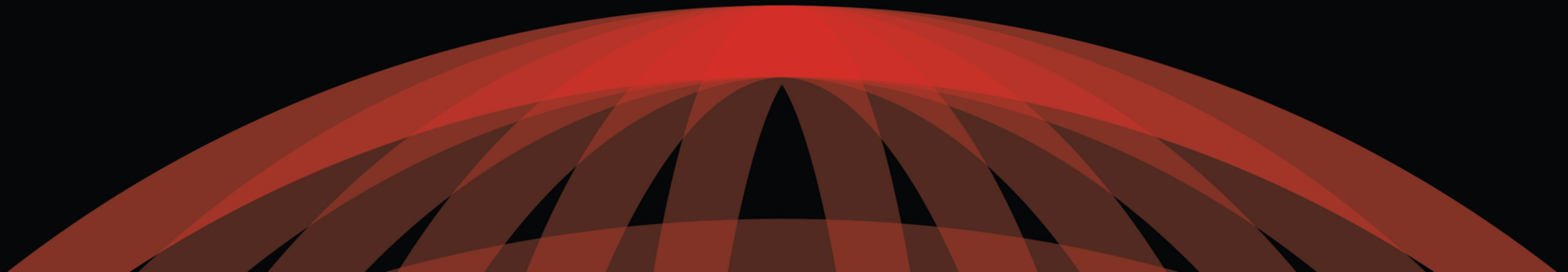




4 Step Playbook for Leading in a Crisis

Plus 10 Tips for Leading in Turbulent Times





4 Step Playbook for Leading in a Crisis



COMMUNICATE

Be visible and tell the truth



PLAN



ACT DECISIVELY



REPEAT

The situation is fluid so keep communicating, planning, and acting



Top 10 Tips For Leading Through A Crisis



**Lead - Don't
Panic – Steady
at the Wheel**



Cash is King



**If You Need To
Cut, Cut Early
And Cut Deep –
Do It Once**



**Stay Close to
Your Key
Relationships**



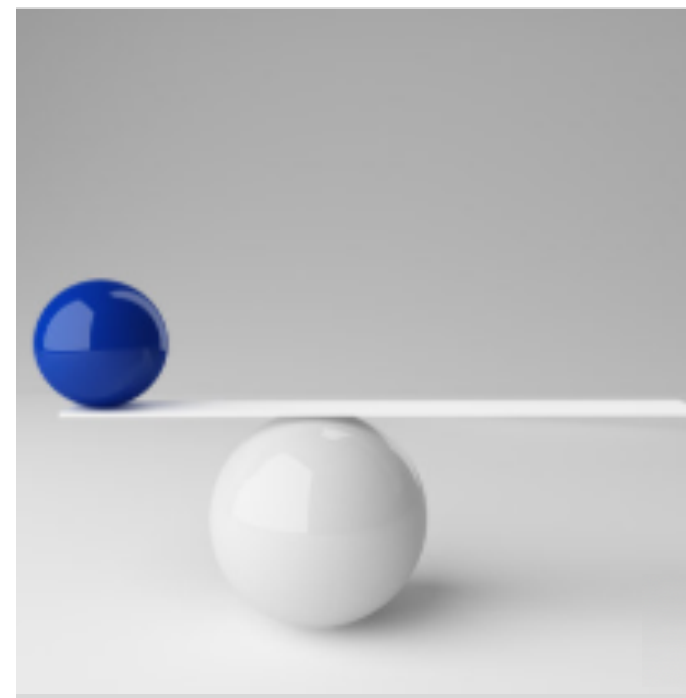
**Don't Stop
Marketing**



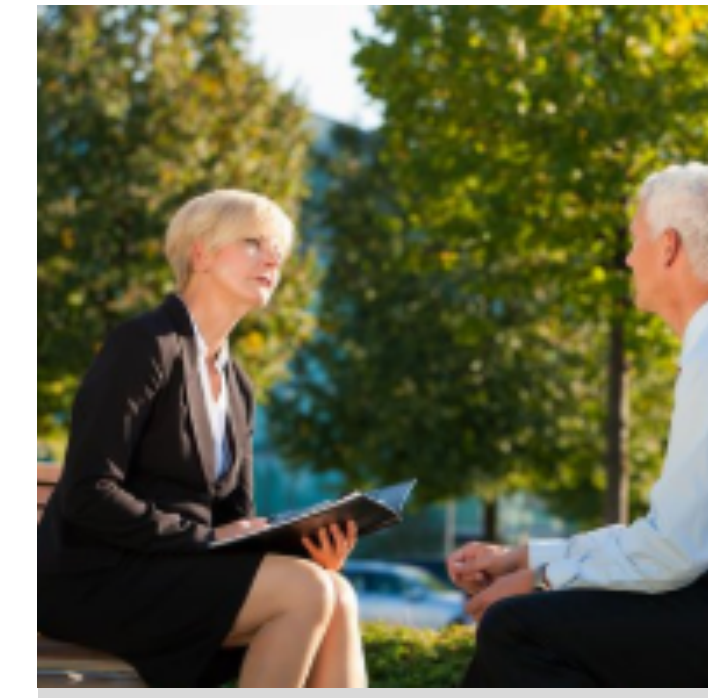
**There's
Opportunity in
Adversity**



**Focus On What
You Can Control**



**Don't Take
Asymmetric Or
Death Line Risk**



**Have Your
Advisors
Challenge Your
Assumptions**



**Keep A Good
Attitude**

OUR EXPERTS

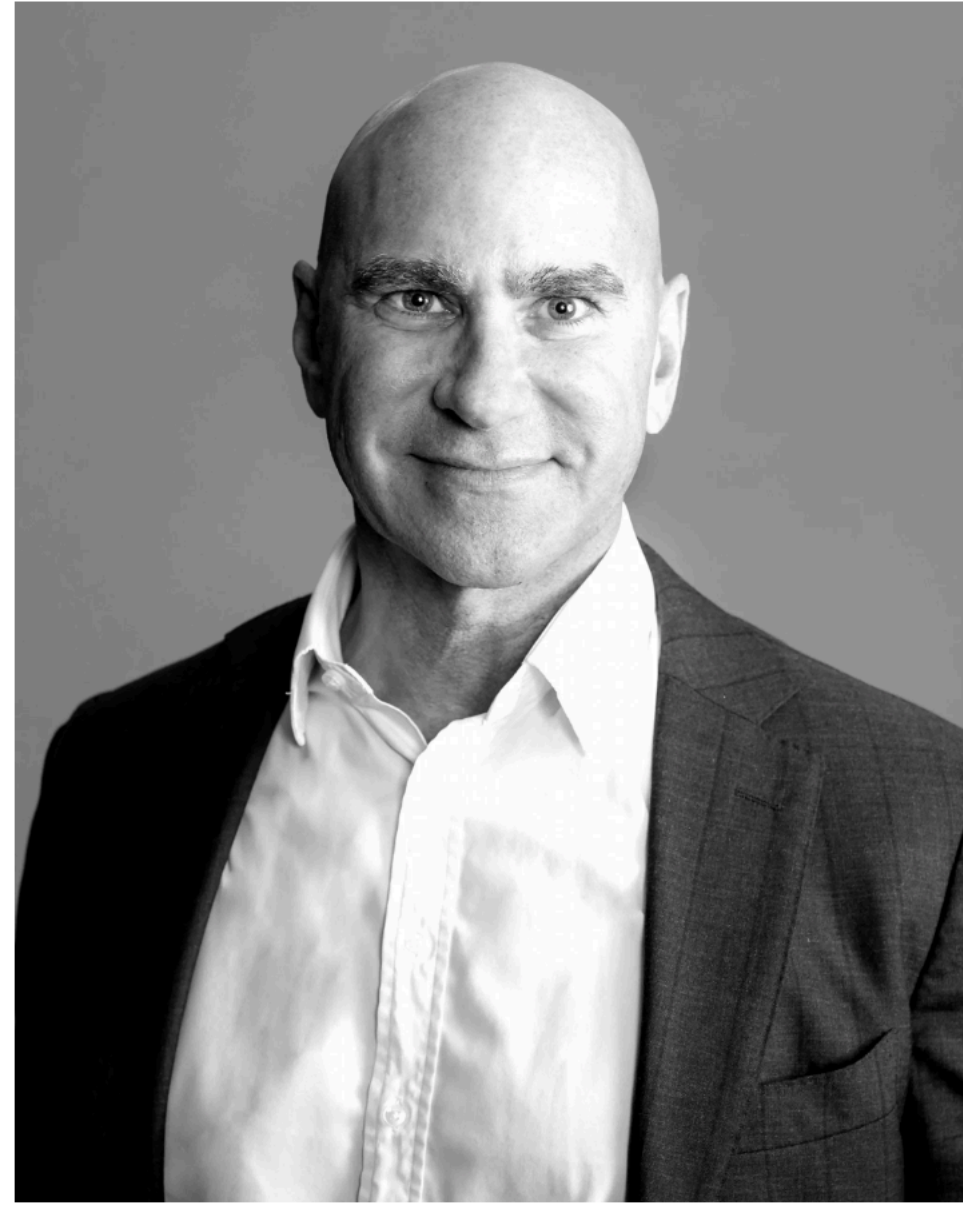
Mark Moses



Jason Reid



Jaime Cohen Szulc



Tracy Tolbert



Gerry Perkel



Q & A

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