



### Our Leadership Challenge In The Pandemic Crisis

We are all faced with new challenges as this pandemic rolls across our country. Every business is hurting. In most cases, leadership will take a prominent role in how we all recover and blossom. It will take a mixture of empathy, creativeness, self-sacrifice, and perseverance. Empathy because we have to put ourselves in the shoes of our fellow teammates, recognize their emotional and physical needs, and try to help through our actions and free communications with each other. We are all going through an unprecedented experience in our lifetimes.

Being creative is important because most of our usual ways of communicating and leading have gone dormant for the moment. Beyond the use of things like Zoom for group sessions, we also need to talk to each other individually. That is where things like Zoom can help. They are not just for group sessions. — they work in one and one sessions as well. This is a great time to learn more about your agents, workers, and clients. Be creative. Use what we have available in new ways.

Self-sacrifice is the burden of all leaders, and we take it on freely. It will require more hours from each of us. It challenges our creativeness, our discipline, our patience, and probably even some of our family time. In many companies, it challenges our pocketbooks as well. Some large company CEOs have forfeited their salaries for the duration. One hospital group I am familiar with has reduced the pay of all it's senior officers. Ask yourself as a leader, what sacrifices are you making— ones that your position as a leader requires?

Perseverance is drawing from our reserves of energy and determination. We have to show that there is light at the end of the tunnel and cause others to move forward using us as examples. Notice in the news every day the focus on what our business and government leaders are doing. We are all being watched all the time. We have to be more aware of the impact of our actions and even add actions to reach out and be seen as hope and the light to follow.

Use the power of leadership to make a difference.

Michael J. Farlow, PhD