

WELCOME

The Conversation will begin in a few minutes!



I work with technically and intellectually brilliant entrepreneurs who are frustrated with leadership and people issues



PAVRO™

Professional Association of Volunteer Leaders- Ontario

LEADING VOLUNTEER ENGAGEMENT

www.StevenArmstrong.ca

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Meet Steve



Led teams responding to the following:

- 2016 Fort McMurray Wildfires
- The 2013 Alberta Floods,
- The 2011 Slave Lake Wildfires
- 2004 Tsunami,
- The 2003 British Columbia firestorms
- SARS,
- The 2003 Blackout,
- Sept 11 Terrorist Attacks
- Leading soldiers in military operations;

Leadership Coach, Educator, Consultant and Speaker
Leader, Soldier And Humanitarian



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Mandatory Inspirational Quotes

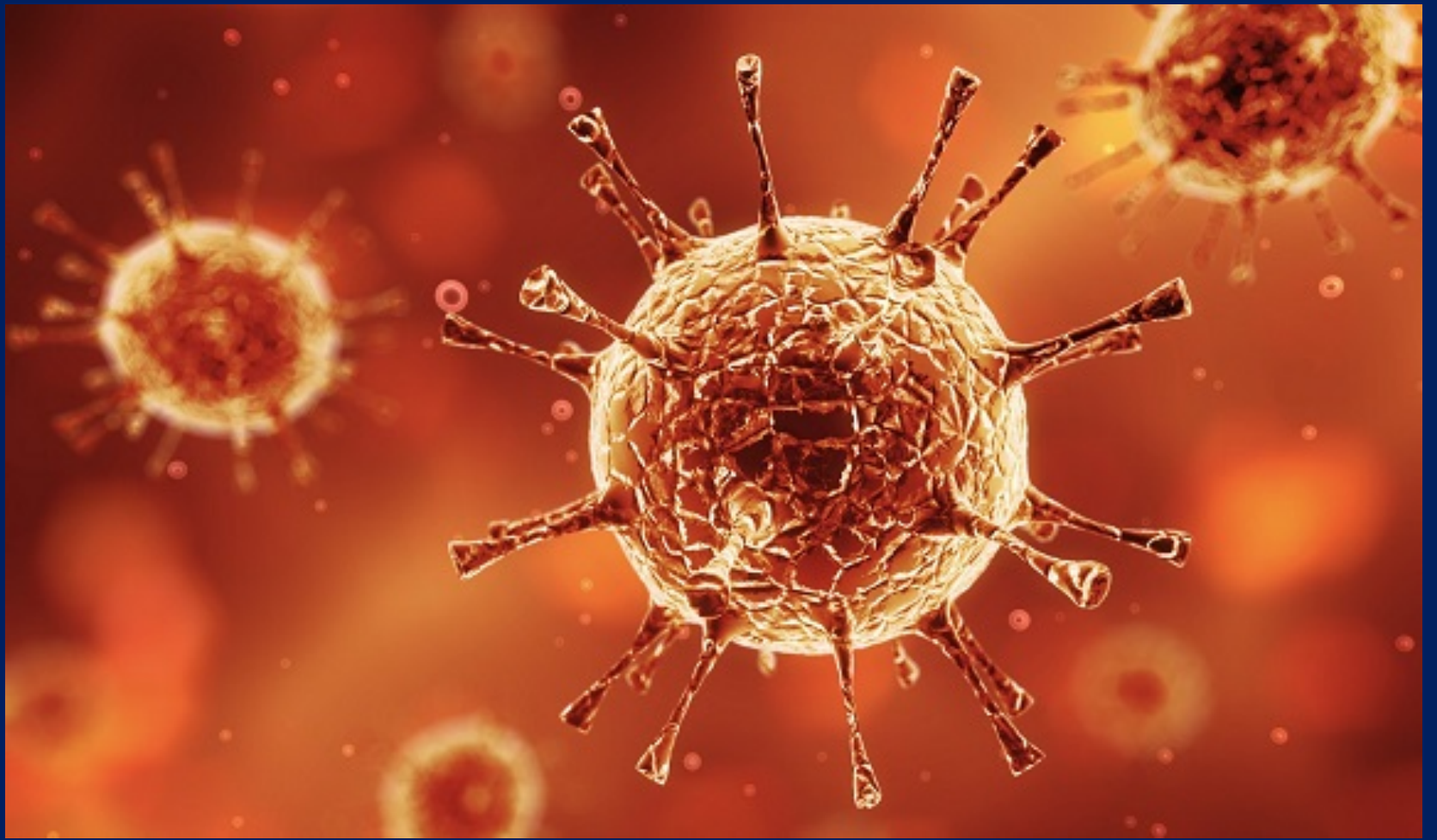
“If Plan A didn’t work, stay cool: The alphabet has 25 more letters.”

– Unknown

“No battle plan, survives contact with the enemy”

- Helmuth von Moltke.





You've worked hard to build an organization with:

- **a reputation for delivering results;**
- **value to your stakeholders, and**
- **trust within your team**

Don't waste it!

Be Exceedingly Human



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Build Trust



- Start now
- Be humble
- Push information
- Promote credible sites and sources



Manage Fear



Fear is inevitable.

Acknowledge it and deal with it

Failure can result in contagious paralysis

Identify, contain and overcome fear



Be Persistent & Lean Into Your People



Keep Your People Informed

Tell Them:

- Where to go
- What to do
- How to be safe



NEVER BS or Lie

- If you don't know say so & say when you will get back with answer



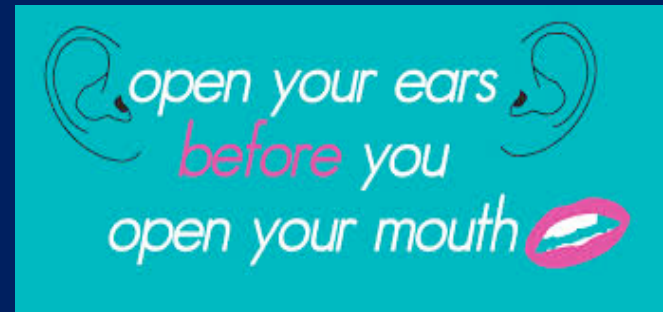
NEVER BS or Lie

- If you don't know say so
- Commit to when you will get back with answer
- And back to them – even if you still do not have an answer



Listen & Respond

- Monitor conversations
- Interact conversationally
- Correct misinformation & respond to rumors
- What are people looking for



Connect

- Get human
- Talk to your team everyday
- Check in & out with people
- Separate meetings by topic & theme
- Look for what your people need



Be Creative



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Crisis Communication Mindset



- Murphy's law
- Be calm, empathetic and care
- Manage expectations
- Secrets can not be kept
- Control is your emotions

Coming Out The Other Side

- This is the time to double down on development
- Get the team to solve your problems
- Remember, only the healthiest organizations will survive



Be Human, but not stupid



- Even if it is funny, don't be a comedian
- The Internet never forgets
- Know your audience
- Understand Your Goodwill
- What Are Your Values
- Transparency



The Media



- The Media will report whether they get a hold of you or not
- Use social media to stay ahead
- Unshackle your people
- There will always be someone who doesn't like you



Mandatory Inspirational Quote



危机

“The Chinese use two brush strokes to write the word 'crisis.’

One for danger; the other for opportunity.

In a crisis, be aware of the danger, but recognize the opportunity because no one will get out of this as they once were

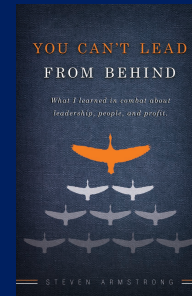


3 Things I Can Do For You

FOR YOU

- 1-hour team cohesiveness building Zoom exercise
- Help you develop a team rallying cry
- An ear for coaching, problem solving or just to listen





GET YOUR FREE COP OF STEVE'S BOOK

YOU CAN'T LEAD FROM BEHIND:

WHAT I LEARNED IN COMBAT ABOUT
LEADERSHIP, PEOPLE, AND PROFIT.

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