

## **J. Michael Locke**

### **Musings**

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#### **#5: Communication in Crisis**

#### **March 27, 2020**

A leader's pace of communication needs to reflect the pace of the environment. Right now, we are in warp speed as the virus grows exponentially. What you used to do monthly, you need to do weekly. What you used to do weekly, you need to do daily. This also applies to managing your financials. Monthly reports need to become weekly reports etc. this is tough with accounting books closing monthly but get your KPI reports on a more frequent basis.

People need "rhythm" and structure right now. Set stuff to happen at the same time everyday. Look at what Andrew Cuomo has been doing. This is why synchronous learning is shining while asynchronous struggles right now IMO.

Your communications don't have to just be about your business. Business is family. 30% of US households have 1 person. Good leaders are leaders across the spectrum – not just at work.

My 2 cents (not to be confused with Elizabeth Warren's who is not on this list)