

"If you're going through hell, keep going... but have a plan!"

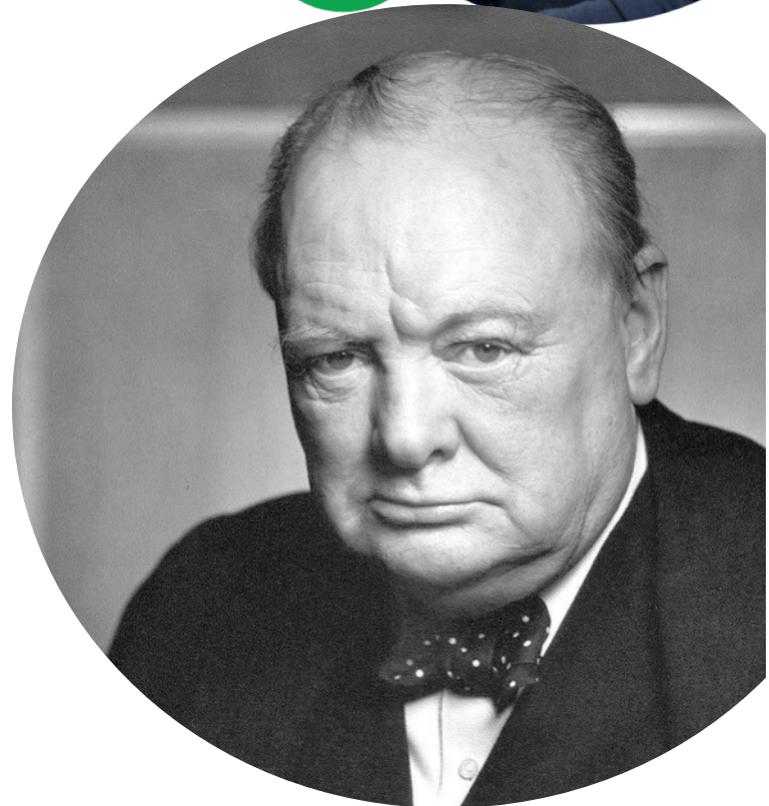
As a seasoned recruitment expert, I've weathered a lot of uncertainty in my time including two recessions, Brexit and managed countless number of business turnarounds - too many to mention.

The speed and ferocity of the COVID- 19 virus, not to mention the global impact, feels like nothing we've dealt with before.

I can promise you there are going to be critical times in your journey as a leader when you will need to deliver a confident, bold and fearless approach and be truly leading from the front. Ladies and Gentlemen that time is now.

Good leadership is often synonymous with smooth sailing. However, it's the tough times that separate the average leaders from the ones who are truly great. It's during the moments of crisis that your leadership abilities are truly put to the test. Times like this always remind me of a quote my old boss used to say to me. "Patrick, in calm waters, everyone looks like a good sailor, but in stormy waters you want to be with the most experienced captain".

By Patrick Maloney



My sense and recommendation to all my clients and fellow business leaders out there at this challenging time is to take a proactive action to keep your businesses healthy...and I'm not just talking about remote working.

How you choose to embrace this situation will shape and define your ability as a true leader. Every leader faces crisis at some point in his or her career, it's inevitable and that's when leadership really matters. Like Winston Churchill said, "If you're going through hell, keep going." Here are some of the key factors that can help leaders respond to times of adversity and ensure challenges are met with the maturity and acumen needed in order to weather the storm:

Don't let your emotions take over.

In times of crisis, leaders invariably find themselves in the midst of a stressful and tense atmosphere. There are enormous mental, physical and psychological pressures. Stop and realise that you have a lot more control than you think you do. Now is the time to take charge of your thoughts, emotions and the way you deal with problems.

Keep it positive to remain productive.

Positivity is the fuel for productivity. When the chips are down, you can choose to either get caught up in all the negativity surrounding you, or you can choose to do something positive about it. There's always a choice. Your team are often looking to you for guidance and observing your demeanour, attributes and overall preparedness for these tough situations. During the most demanding of times, exhibit a positive overall attitude and work on a game plan with the intention to keep your team inspired and productive.

Manage expectations.

As a leader, this is the time to face the situation and learn the magnitude of the problem. You don't want to raise an alarm quite yet, but you need to be able to convey the seriousness and the potential impact of the crisis to those who are affected. Let your team know it might be a while until the storm passes and prepare them for the long and hard battle ahead.

It's not personal.

The more you start taking things personally, the more difficult it gets to maintain your composure. The other downside of this is that it allows the noise and politics around you to cloud your thinking and perception, altering your decision-making capabilities. Stay laser focused.

Exercise confidence.

Fear is contagious. If your demeanour reeks of fear, your team may feel scared themselves. You cannot afford to project yourself as someone who is not sure of his/her ability to lead or is short on confidence.

Ask for help.

It can be very lonely at the top and what leaders often don't realise is that asking for help is an essential part of being an effective leader. By investing in a trusted advisor in times of crisis to deliver that critical outside perspective will facilitate a realistic view, response and strategy on any short-term issue, in this case COVID-19. Not only that, they will also build in parallel a longer-term strategy to ensure your business secures and maintains a position of strength both now and in the future.

If you would like a confidential, no obligation chat about the Covid 19 crisis and the knock-on effect on your recruitment business don't hesitate to give me a call on 07715 326 502 or email patrick.maloney@lead-talent.co.uk

Patrick Maloney is a highly successful business and recruitment specialist with over 25-years experience in delivering results. His highly considered and partnership led approach has contributed towards £50m worth of additional profit for clients over the past seven years.

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