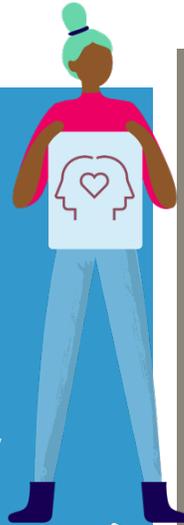


Women in Business Leadership

It's no surprise that COVID-19 has altered the way we work. For managers, this means we need to change the way we lead. Our recent Women in Business webinar helped us understand the changing landscape to working remotely. Surprisingly, the transition is going well (from a technical standpoint), but many struggle with lack of personal collaboration, isolation, and emotional fatigue.

Lead with Empathy

- Talk candidly about issues. Even if you don't have the right answer, you should acknowledge the subject.
- Come from a place of vulnerability and care; people will respect and understand.
- Employ the "W.A.I.T." acronym: Why Am I Talking?



Build Trust

- Motivate employee performance.
- Use consistent communication.
- Employ smart collaboration (the whole is bigger than the individual).
- Exercise feedback and patience.
- Trust yourself, trust your gut.
- Acknowledge that it's ok to make mistakes; you learn.
- Find people to support you.
- Hold yourself accountable (at the end of each day, ask yourself: What did I do today to build or break trust?).
- Treat others as you would want to be treated.



Communicate Effectively

- The whole is bigger than the individual. Being connected and "in this together" is required now more than ever.
- Strive for two-way relationships. Send fun gifs, informative articles, or text messages.
- Publicly thank people. This goes a long way!
- Lift your team up. Give them confidence for the future. Plant vision and hope.
- Reach out to other leaders (board members, etc.). It's rare to get feedback at the governance level, and it too is contagious.



Manage Performance

Managing performance is harder when working remotely, and there is a fine line between micro-managing and being hands-off. Set your employees up for success by:

- Using clear verbal communications and outlining expectations, then following up in writing via email.
- Giving immediate feedback.
- Scheduling 15 minute debriefs after important projects. Then move on.
- Showing you believe in someone's potential by understanding and leveraging their strengths
- Offering encouragement.

Prioritize Daily

Every day is different. Priorities change on a dime. Ask yourself, "What are my priorities **TODAY**?" Keep in mind; what was important yesterday might not be today. A lot of our plans have become obsolete... What can be put aside?

