



Leadership in a **CRISIS**

NOKIA

Shiv

What is a **CRISIS?**





Rudi Giuliani

- **Leadership post 9/11**
- **War against Mafia**

There are many types of crises

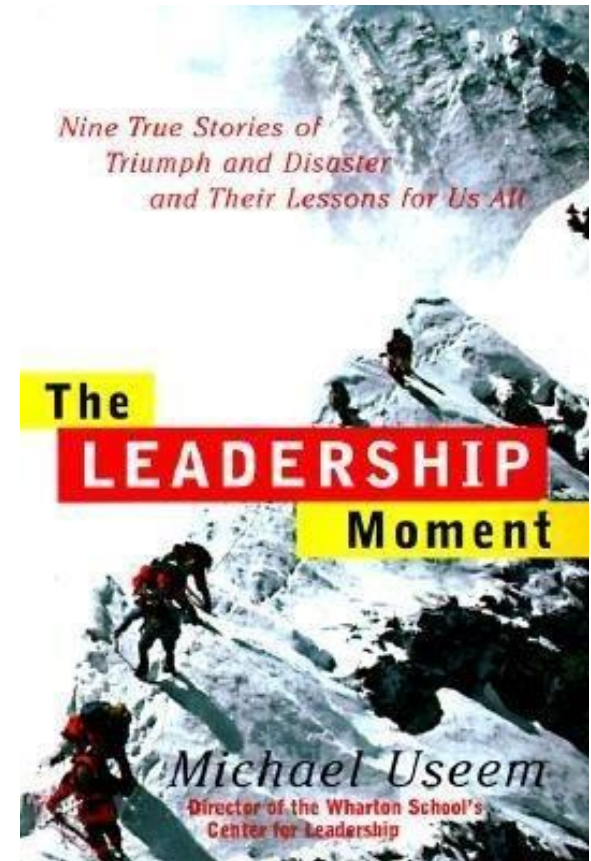


Different types of Crisis

- Personal
- Team
- Company
- Society

Leadership **needs a crisis** to shine through

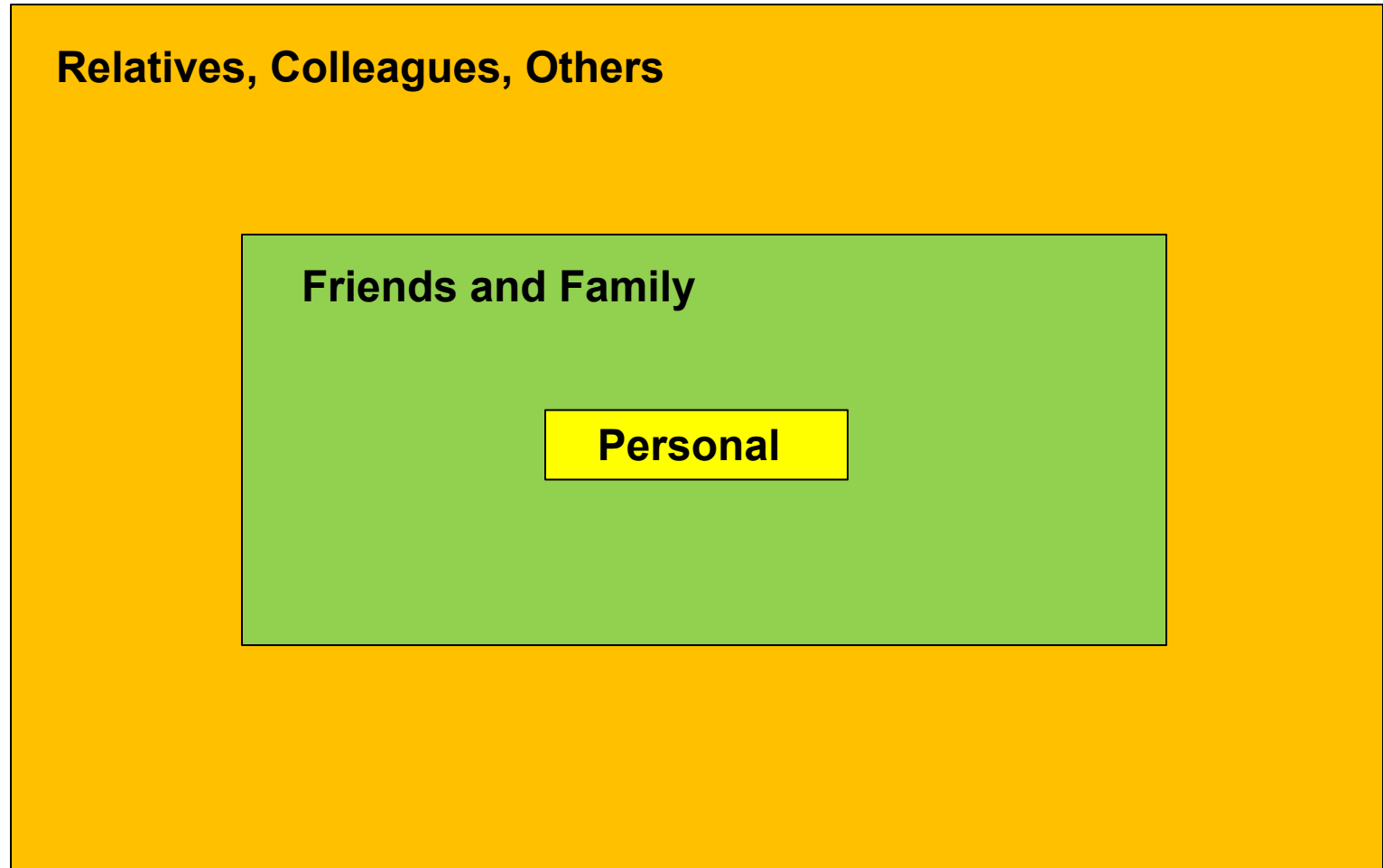




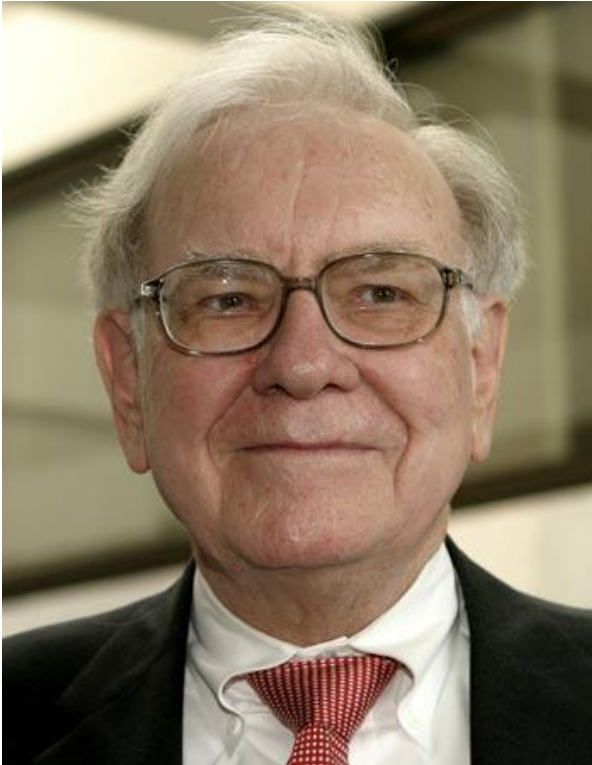
Personal Crisis



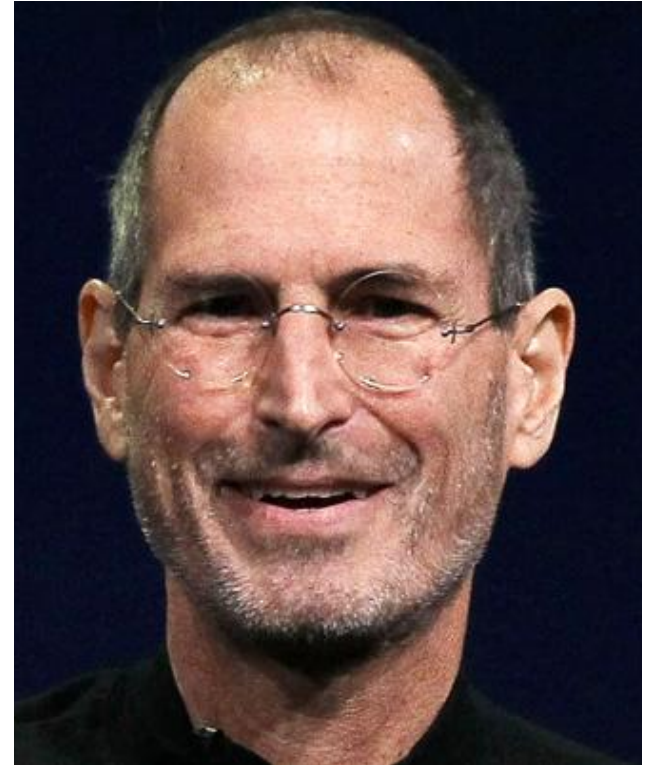
Personal Crisis



Fight with cancer



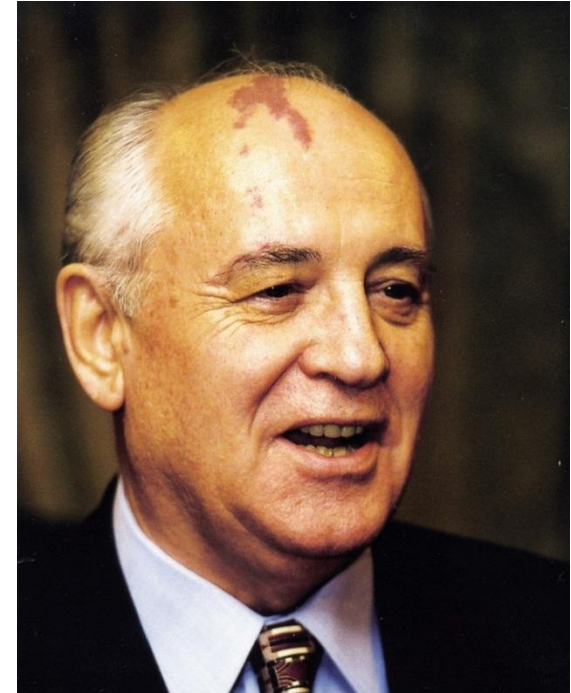
Warren Buffett



Steve Jobs



Lee Iacocca



Gorbachev

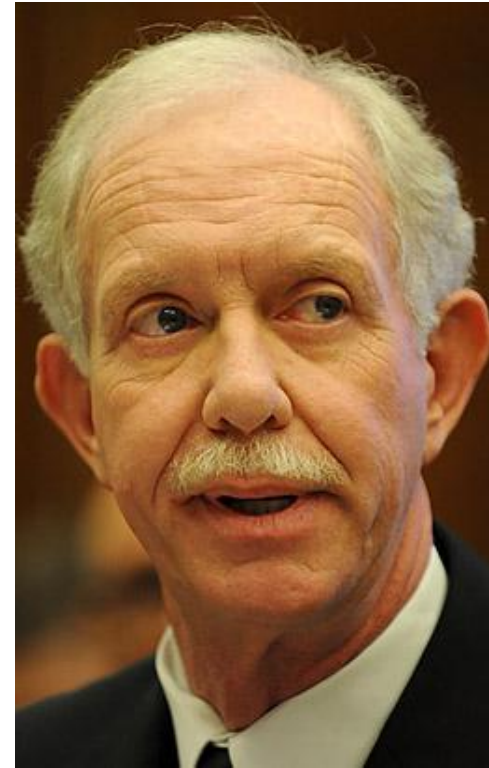
- **Perestroika**
- **Glasnost**

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Bill Clinton

Perjury



Chesley Sullenberger III

Saved all passengers in Hudson River crash

Team Crisis





Plane Crash of 1958

Crisis Internal to a company



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Product Recalls



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Crisis due to external forces









Society Crisis







Leadership in a Crisis

- Face Reality
- Things always get worse before they get better
- Be Calm
- Be Visible,Communicate
- A leader is not ATLAS
- Crisis and Trust are not directly co related
- Stand for something, if not you will fall for anything
- Plan worst and best cases
- Deliver before you ask others to
- Make changes

**Leadership in Crisis
is more about who
you are than what you
know**

What does a leader need to do in crisis?

- Stay calm but not dispassionate or disinterested
- Communicate with honesty
- Emotional Leadership
 - Manage expectations
 - Talk, and
 - Inspire

Nokia Battery Crisis



- Well-being of people first, with caring and compassion
- Assumed appropriate responsibility
- Addressed needs of all stakeholders in a timely manner
- All decisions and actions were based on honesty and ethical guidelines
- Visible and open communication with all impacted parties



Deng Xiaoping

- **Opened up China to world when**
 - **Facing crisis from The Giant Leap Forward**
 - **Threat to Communist party**



John F. Kennedy

Kennedy and Bay of Pigs