

# COMMUNICATING IN A CRISIS

**The lesson for leaders facing crisis is to avoid making issue about yourself.**

- Focus on what the organization needs.
- Speak up for what you believe in.
- Seek input from multiple sources even those disagree with you.
- Avoid ad hominem attacks in favor of promoting healing.
- Seek solutions that unite rather than divide.

**Remember people look to you for guidance and inspiration.**

**Give it to them.**

