



Mr. Jon Gordon

Author of 20 books including 8 best-sellers: *The Energy Bus*, *The Carpenter*, *Training Camp*, *You Win in the Locker Room First*, *The Power of Positive Leadership*, *The Power of a Positive Team*, *The Coffee Bean* and his latest *Stay Positive*

I would like to appreciate ICMA Pakistan for bringing to light the importance of positive leadership during this time by dedicating its Jul-Aug 2020 issue of *Management Accountant Journal* on the theme of 'Leadership and Managing People during COVID-19'. I am pleased to share my thoughts here with the hope that it would provide insight to your members and other corporate executives.

We've been through challenging times before, but we've never been through THIS before.

There is no playbook on how to deal with a global pandemic combined with a shutdown of the economy. There are, however, guiding principles on how to lead through a crisis, regardless of the cause.

These principles don't change based on the circumstances. They steadily guide you and your team to help you overcome your circumstances.

These are the same principles I wrote about in *The Power of Positive Leadership* and they are now more relevant, applicable, and important than ever.

- 1) **Tell the Truth and Communicate the Facts** - In any crisis it's essential for the leader to be honest and transparent about the situation. Explain the challenge you are facing. Communicate the facts. This is what we know. This is what we don't know. This is where we are as a team, company, or organization. These are our numbers and forecasts and while they don't look good, we must confront the reality of the situation. I've found that even if you communicate bad news it's still better than the negativity and uncertainty that comes with poor communication.

Remember, where there is a void in communication negativity will fill it. And whatever you do don't sugarcoat the situation or lie.

- 2) **Lead with Optimism and Belief** - Even when you are in the middle of a crisis and your circumstances are not positive you must stay positive and lead with optimism. After all,

pessimists don't change the world and neither will you if you let your circumstances define your attitude. This doesn't mean you ignore the reality of the situation. It means you believe you will find a way to overcome your situation. Leadership is a transfer of belief and the optimism and belief you share with your team play a big part in how you work together to overcome adversity.

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- 3) **Share the Plan** - It's essential that, as a leader, you share the plan and explain why the plan will work and how it will be executed. This brings clarity and clarity leads to focused action. As I think about what this world is going through, one thing I would like to see is a comprehensive plan that explains how we will restart the economy while saving lives.
- 4) **Point Towards a Positive Future** - After you tell the truth and communicate the facts, share your optimism, and plan to succeed, you then want to share a vision of what success looks like in the future. "Yes, this is where we are now. This is our situation. But here is where we are going. This is what we are working to create." What success looks like for each team and organization is different. The key is to define it and share the vision with your team. We all need something to hope for and work towards and when you share a positive vision for the future it engages, ignites, and rallies your team to create the vision together.

Jon Gordon – Best-Selling Author and Keynote Speaker

Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits.

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Jon and his tips have been featured on The Today Show, CNN, CNBC, The Golf Channel, Fox and Friends and in numerous magazines and newspapers. His clients include The Los Angeles Dodgers, The Atlanta Falcons, Campbell Soup, Dell, Publix, Southwest Airlines, LA Clippers, Miami Heat, Pittsburgh Pirates, BB&T Bank, Clemson Football, Northwestern Mutual, Bayer, West Point Academy and more.

Jon is a graduate of Cornell University and holds a Masters in Teaching from Emory University. He and his training/consulting company are passionate about developing positive leaders, organizations and teams.

