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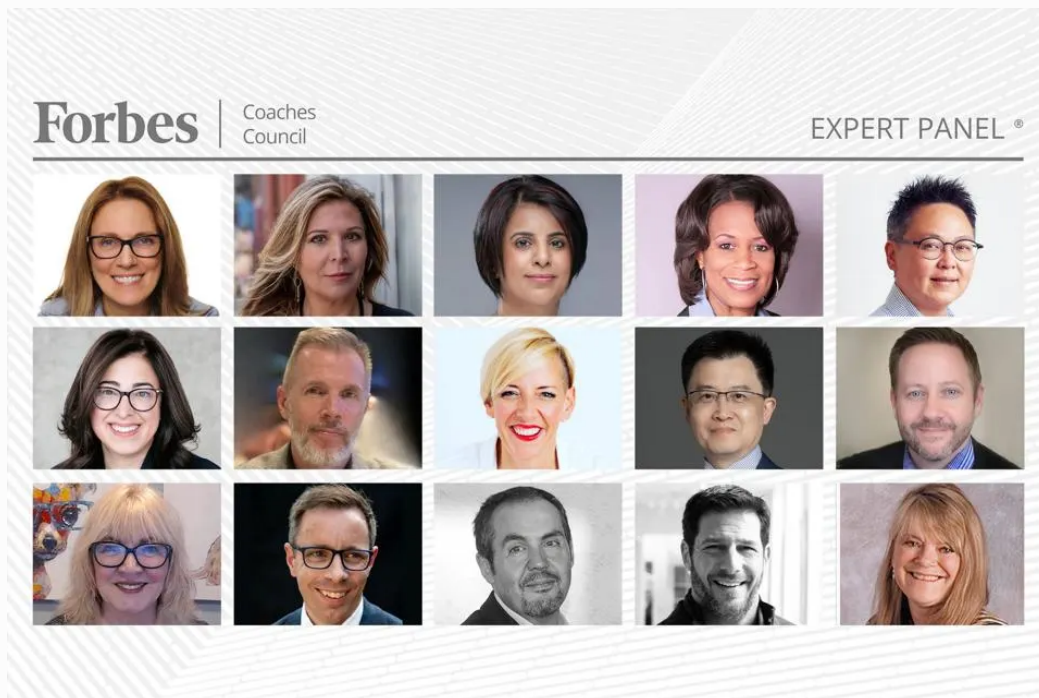
# Faced Big Challenges In 2022? 15 Ways CEOs Can Rally The Team For The New Year

**Expert Panel®** Forbes Councils Member**Forbes Coaches Council** COUNCIL POST | Membership (Fee-Based)

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Over the past few years, the CEOs of many companies have faced serious challenges—from declining revenues, layoffs and high turnover rates to return-to-the-office debates and financial or reputational crises. Inspiring employees and getting everyone working together to meet strategic goals in the new year is a key responsibility of leadership, particularly the C-suite.

To learn how to rally the team and move past last year's challenges, through 2023 and beyond, see the insightful recommendations members of [Forbes Coaches Council](#) share below.



Members pictured from left to right. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS.

## 1. Tap Into Emotional Intelligence Skills

Emotional intelligence skills help leaders build interpersonal relationships and create effective teams to meet goals. Tap into EQ skills by talking to people. Invest time and exhibit concern for their interests and aspirations. Finally, ask yourself, “What do our employees need during this time? Which strategic goals are important right now? And how can we collaborate to meet our goals?” - [Kathleen Shanley, Statice](#)

## 2. Reconnect The Company To Your Mission

Reflect, refine and relaunch the narrative around the company’s mission! As we move through tough times, humans need to believe in something greater than the bottom line in life. Reconnecting the company to your mission and making it real for team members on a regular basis can go a long way toward weathering the storm. - [Cari Jacobs-Crovetto, carijacobs.com aka The Force Majeure](#)

## 3. Authentically Connect With Employees

CEOs who connect with employees from a place of heart, unity and togetherness will earn the attention and respect of their workforce, as doing so helps employees feel and sense the authenticity being expressed. When this energy resonates within the business, a natural flow of hearts and minds come together for the common good effortlessly. - [Surinder Kullar, Surinder Kullar](#)

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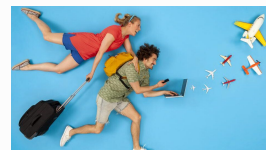
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## 4. Prioritize Building Trust Among Employees

When companies have faced challenges, inspiring employees to meet strategic goals must be comprehensive. Clarity, communication and camaraderie are needed. Employees need clarity about prioritizing goals, internal communications must be effective, and team building should be paramount. People must feel as if they’re a part of a winning team, and building trust among employees is a great strategy. - [Lori A. Manns, Quality Media Consultant Group LLC](#)

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## 5. Discover What Inspires You First

CEOs need to discover what it is that inspires them, first and foremost. What can they do for the business, and what is it about that purpose that inspires them? By doing this, they'll naturally draw those who are like-minded and inspired by the same to join their cause. - [Dephy Oon](#), [Paddee Connexions](#)

## 6. Be Honest And Demonstrate Empathy

Be honest, acknowledge the challenges and demonstrate empathy. Don't sugarcoat anything. Then, ask yourself a hard question: "Does the vision for the new year inspire me?" If it does, then you are in a good position to inspire others. If it doesn't, get to the root causes of why not. - [Fabiana Mariano Green](#), [Lead in Life](#)

## 7. Own The Challenges Without Spin

First, own it. Be authentic and don't try to spin it. People are smart; they will know when the CEO is not being honest—and they will appreciate it when you are. Second, come back to the company's North Star: vision, mission and values. Ask, "Why do we exist? What problem are we solving?" The answers to these questions should be as valid as ever. Connect everyone back to this purpose. - [Mark MacLeod](#), [Mark MacLeod, CEO Coach & Advisor](#)

## 8. Gain Buy-In By Acting On Employees' Suggestions

Hold all-hands meetings, be transparent, and tell employees you need them. Nobody likes to be this vulnerable. However, you are not a one-person show. You will need to gain buy-in, and the way you do that is by asking lots of questions, listening to learn and then taking action and putting ideas into place that your employees have suggested. You will not be able to act on all of them. - [April Sabral](#), [April Sabral Leadership](#)

## 9. Let Employees Know They Are Needed

Start by expressing gratitude and compassion for employees' contributions and leadership. Acknowledge that the future needs their commitment and collaboration. Align everyone with a strategic three- to five-year growth

roadmap that connects the vision, purpose and values. Lead with optimism, authenticity and accountability. Overcommunicate often on what is needed for success to inspire employees in the future. - [Dennis Foo, Pu Xin ASPIRA Advisory Limited](#)

## 10. Be Open, Humble And Courageous

Be open and objective when communicating with your team about the impact that setting and hitting strategic goals will have on results moving forward. At this time, CEOs need to display traits of great leadership by demonstrating humility, vulnerability and courage. Ensure that you are being real with your team members and building trust through what can be a difficult time in this economic environment. - [Bryan Powell, Executive Coaching Space](#)

## 11. Recognize Employees' Value

In these challenging times, employees need to know that the company recognizes their value. CEOs need to make sure employees understand both the business' strategic goals and the part they play in moving the company toward meeting those objectives. Employees who understand how and why they fit into the big picture are essential and will be more invested in their work. - [Annette Richmond, Personal Brand You](#)

## 12. Help People See The Point Of Inflection

To set an organization on a new path, you have to draw a line in the sand and help people see the point of inflection. Consider some kind of marker—maybe an event or a presentation. Recap the history, don't shy away from the tough stuff, and close the chapter. Then describe today: who you are, what you have, where you're going. People will remember the day as the beginning of a new future. - [Gary Crotaz, KultraLab](#)

## 13. Connect Corporate Goals To Personal Goals

The best leaders connect corporate goals to the personal goals of individuals. When they do this, the level of commitment and collaboration soars. If you don't know what's on your employees' bucket lists, you're missing a significant opportunity for growth. Take time to understand the personal goals of your employees. - [Antonio Garrido, My Daily Leadership](#)

## 14. Use The Past As A Learning Experience To Grow

Great leaders learn from the past but look toward the future. CEOs need to focus communication with their team on learning and moving forward as

they address overcoming organizational challenges. Clear reviews of the challenges through defined processes allow organizations to capture lessons and provide closure. Then, using lessons learned, the leader focuses the organization on the future. - [JC Glick, Prodrimos Leadership](#)

## 15. Give Employees The Opportunity To Discuss Pain Points

Make it safe for employees to talk about “pain points.” Provide coaching and resources, such as conversation guides and peer cohorts, for managers so that they can lead and communicate more effectively during crisis or change. Get intentional about strengthening employee connections to people and purpose. Conduct informal check-ins and periodic “pulse checks.” Ensure goals and workloads are manageable. - [Holly Burkett, hbconsulting / Evaluation Works](#)

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