

RULES OF THUMB

LEADERSHIP MANAGEMENT

DEMONSTRATE LEADERSHIP!

It's when the going gets rough that it's important to demonstrate strong leadership that influences, **motivates** and **guides** your team, to maintain cohesion and allow them to fulfill their mandate.

As a manager, you must show leadership by reassuring employees and clearly communicating that **you care about their well-being**, and by doing what needs to be done for the good of individual employees and the team alike.

What image do you want to project?

The pandemic will one day be a thing of the past, but your employees will remember your image.

- Stay **positive** and **state the desired direction clearly**.
- Be **transparent** with employees, and give accurate information even if it's not easy to say or hear.
- Use **reliable** and credible **sources of information**. Avoid rumors, gossip and myths, and opt for sites like Health Canada and the Government of New Brunswick.
- **Maintain your credibility** at all times by **leading by example** and reassuring your team on an ongoing basis.

- Leverage the leadership of other team members to reinforce your message and reach workers who require specific follow-up (e.g., new employees and immigrant workers).
- Identify ambassadors who can positively influence other members, whether management or workers. Young people, older employees and immigrants often need a representative leader to convince them to change a behaviour; **they are your value custodians.**
- Finally, build a sense of belonging that will allow members to support one other and cope with the critical situation.

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