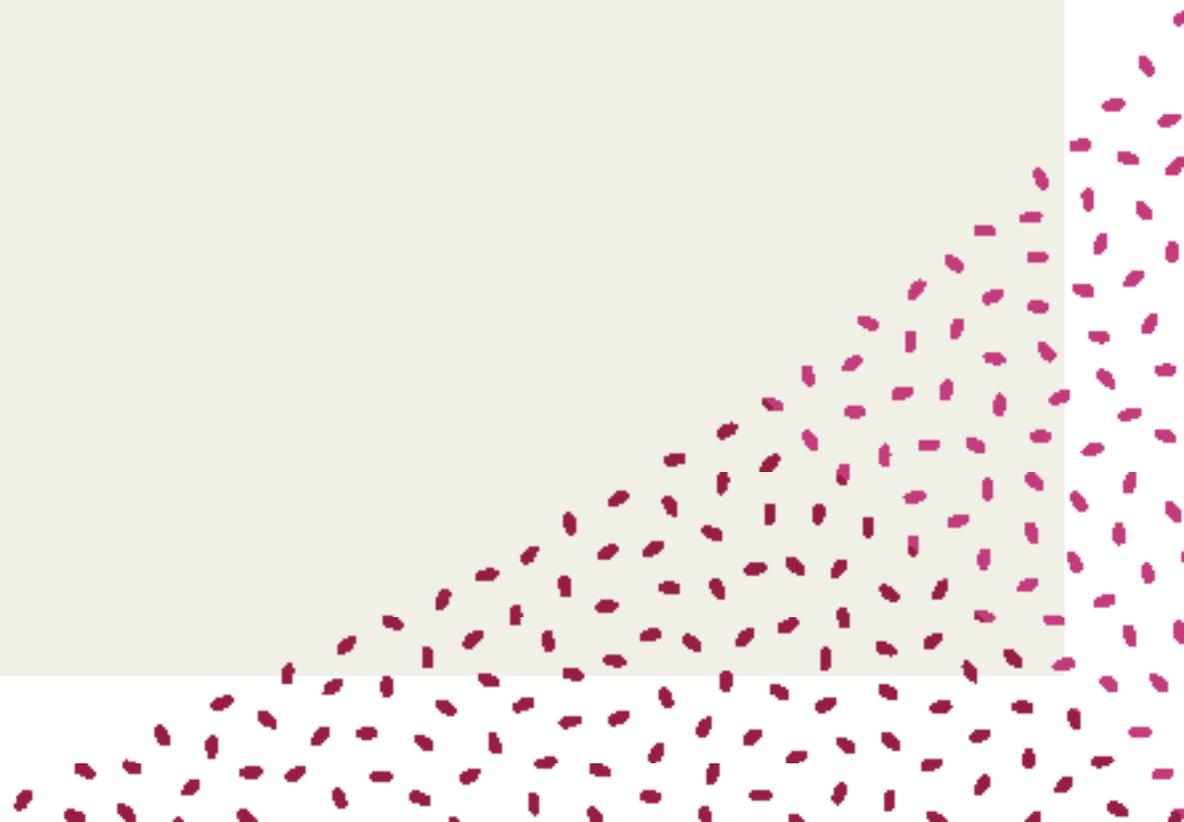


Mindset Over Matter: Leading Through COVID-19

WHITEPAPER

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Mindset Over Matter: Leading Through COVID-19

Right now your team is struggling personally and professionally from the uncertainty and stress caused by COVID-19.

You can't control what's happening, but you can control how you respond as a leader and set your team up for success. In this resource you'll find guidance on how to lead through COVID-19, both on your own and with Verb as a partner.

Verb has put together a COVID-19 Leadership Response Pack within our leadership development platform. In this plan you'll find leadership training content for the mindsets and skillsets your team needs most in the coming weeks.

To get the full COVID-19 Leadership Response Pack, visit goverb.com/demo or reach out to us directly at hello@goverb.com.

COVID-19 LEADERSHIP RESPONSE LIBRARY

This library is made up of 16 content collections that each contain 3 - 5 microlearning activities.

LEADERSHIP RESPONSE PACKS

Adapting in the Face of Rapid Change	Maintaining Business Focus & Alignment	Wellbeing Matters Right Now	Managing & Connecting Remotely
▶ Develop Resilience	▶ Culture of Accountability	▶ Maintain Your Health	▶ Listen Skillfully
▶ Choosing Grit	▶ Clarify Expectations	▶ Manage Your Mind	▶ Communicate Effectively
▶ Activate Adaptability	▶ Managing Vision & Purpose	▶ To Manage Stress, Take Care of Yourself	▶ Create Belonging
▶ Questioning Assumptions		▶ Support People	▶ Remote Working
		▶ Three Takes on Empathy	▶ Leading Remotely
		▶ Taking Care of Others	
		▶ Rethinking Stress	
		▶ Understanding Sleep	

CONTENT COLLECTIONS

Adapting in the Face of Rapid Change

Your organization’s long term goals haven’t shifted, but the way you’ve always been able to achieve them has.

Constant and rapid changes have already potentially had a negative impact on morale and productivity. Your team needs to make a conscious effort to shift their mindset and practice **resilience, grit, and adaptability.**

Constant change isn’t easy, but by helping your team look at these changes as conquerable challenges instead of roadblocks, they can persevere and even grow. It’s crucial for you, as a leader, to enable and motivate your team.

Do this now:

Building resilience takes three skills: keeping a **positive mindset, developing your network, and self-reflection.**

1. Ask your team thoughtful questions that can help them flip the negative talk and focus on solutions. Questions like, “What’s one step you could take to improve this situation right now?” or “How is your response helping or hurting right now?” are great examples.
2. Make opportunities for connection. Whether it’s a video happy hour or something more creative like a Slack “watercooler” channel where employees can weigh in on a daily topic, creating a network of support will lift your team up.
3. Encourage your team to write down their natural reactions to adversity. The sooner your team can acknowledge their natural response to struggle, the sooner they can adjust their behavior and continue to succeed.

RECOMMENDED VERB LEADERSHIP TRAINING CONTENT:



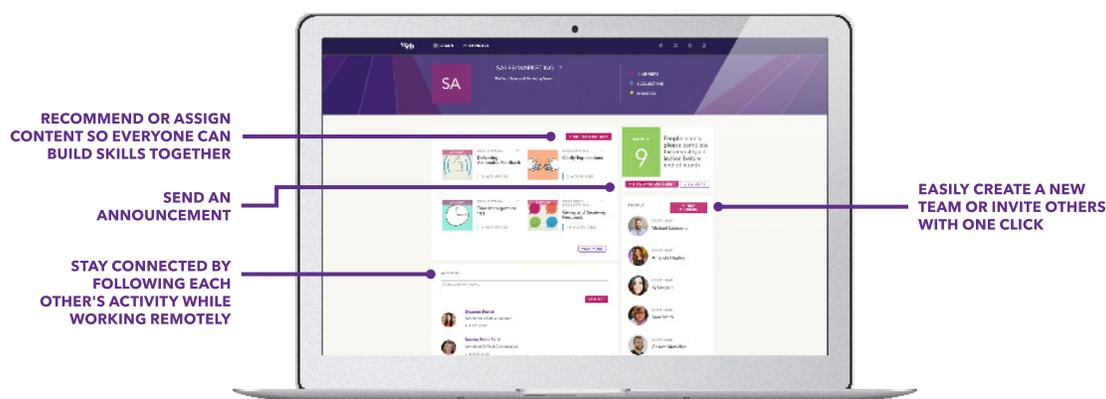
Adapting In Times of Uncertainty

- ▶ Develop Resilience
- ▶ Choosing Grit
- ▶ Activate Adaptability
- ▶ Questioning Assumptions

Managing & Connecting Remotely

Without face-to-face contact or body language cues, teams need to be **intentional** and **effective with their communication**. With intention, you as a leader can create successful remote working conditions for your team.

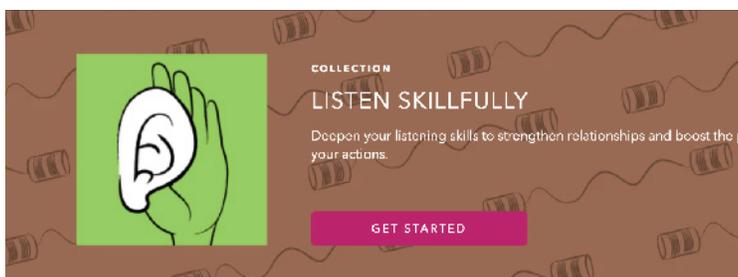
It takes conscientious effort to **create a culture of belonging** without in-person interaction. Find ways to connect virtually like having team lunch over video, or creating a #Gratitude Slack channel to cultivate a positive focus. With Verb, learners can utilize the Team page to share announcements and content as they navigate the same challenges- social and collaborative learning are key as adults hone skills.



Do this now:

1. Pick a place in your home and set up a designated work space. Ask your team to do the same and share photos of how they're getting creative with their workspace.
2. Schedule a daily morning meeting or compile a collaborative document where your team can share their top three priorities each day.
3. Clarify which communication channels you want your team to use- ask them to over-communicate and announce when they sign off for the day to help create a delineation of work and home life.

RECOMMENDED VERB LEADERSHIP TRAINING CONTENT:



Managing & Connecting Remotely

- ▶ Listen Skillfully
- ▶ Communicate Effectively
- ▶ Create Belonging
- ▶ Remote Working
- ▶ Leading Remotely

Maintaining Business Focus and Alignment

During uncertainty it's important to **emphasize your organization's vision and purpose as a guiding light.**

“ Leadership is having a **compelling vision**, a comprehensive plan, relentless implementation and talented people working together. People also want meaning. All of us want to know that we are doing great things, that we are touching a lot of people, and that what we are doing is about **something bigger than ourselves.** ”
 – Alan Mulally, former CEO of Ford Motor Company

When you're not sure what to do next, ask yourself what would allow you to move toward your company purpose within the constraints created by the current recommended health precautions. Challenge your team to do the same.

It's important to create **clear expectations** and **prioritization** for your team so they know what's expected of them. It will also be crucial for contributors to set clear and honest expectations for what they feel confident they can accomplish within new boundaries created by COVID-19.

Do this now:

Rate yourself on a scale of 1-5 on the following questions. Pick one area to focus improving on over the following weeks.

1. How solid is your personal connection to your company's vision statement?
2. Do you walk the talk when it comes to modeling your company's vision?
3. Do you offer opportunities for your people to reflect on how their work matters and connects to a bigger vision?
4. Are you beating the drum? (Constantly articulating why the vision is important, connecting your team's work to the company's vision, and recognizing the ways people are supporting the vision.)
5. How often do you make your company's vision real for your employees? For example, sharing customer feedback on how your work has impacted their life as it aligns with company vision, or showing the impact you've had on the industry or your community.

RECOMMENDED VERB LEADERSHIP TRAINING CONTENT:



Maintaining Business Focus & Alignment

- ▶ Culture of Accountability
- ▶ Clarify Expectations
- ▶ Managing Vision and Purpose

Take Care of Yourself

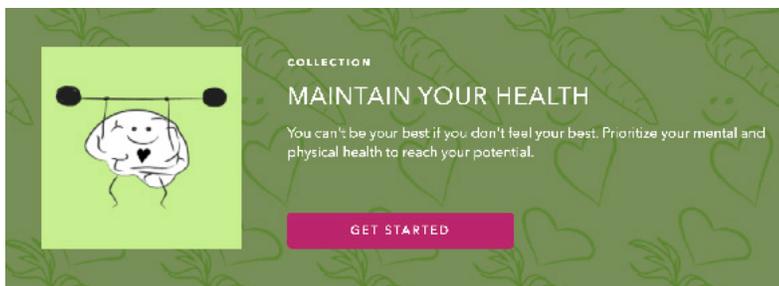
Staying healthy during COVID-19 not only prevents burnout, it helps prevent the spread of a dangerous virus. Lead by example by encouraging **exercise, healthy eating, and mindfulness**. Many employees are practicing social distancing right now- as a leader it will be your responsibility to make sure your team is taking care of themselves and for you to lead by example.

While you're prioritizing your physical health, remember that mental health is equally important. Pay attention to your stress levels and create habits that help manage that stress. You can't support your team if you're sick or overwhelmed, so don't hesitate to make time to take care of yourself first.

Do this now:

Pull out your calendar. Schedule one healthy habit every single day. We recommend goals like a daily meditation on **Headspace**, who is offering free support during the current global crisis, a home workout or run around your neighborhood, or prepping healthy meals for the next few days.

RECOMMENDED VERB LEADERSHIP TRAINING CONTENT:



Wellbeing Matters Right Now

- ▶ Prioritizing Health
- ▶ Manage Your Mind
- ▶ To Manage Stress, Take Care of Yourself
- ▶ Rethinking Stress
- ▶ Understanding Sleep

Take Care of Others

“ *"In time of crisis people want to **know that you care**, more than they care what you know."*

– Will Rogers

Remember that your team members will likely be supporting children, parents, significant others, and friends who become ill. **Empathy will be especially important** as your employees miss work or are distracted by concern for loved ones.

As a leader, you need to support those around you as they deal with the impact of COVID-19 on their personal lives. Many people are fearful and stressed right now which can translate to atypical behaviors. Additionally, seek to provide resources to those who are in caretaking positions whenever possible.

*"**Empathy fuels connection**; sympathy drives disconnection."*

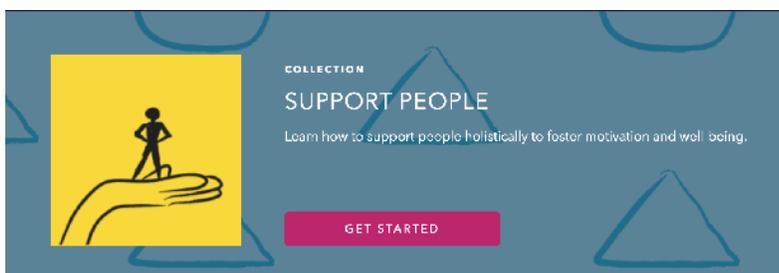
– Brene Brown, PhD

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Do this now:

Put time on your calendar for extra 1-on1's with your team members over the next few weeks. Add time to the agenda to check in with your team on a personal level. Don't try to fix their problems, lend a listening ear and make a connection with them. Offer support where you can and show your team you care about them on a human level.

RECOMMENDED VERB LEADERSHIP TRAINING CONTENT:



Wellbeing Matters Right Now

- ▶ Support People
- ▶ Three Takes on Empathy
- ▶ Taking Care of Others

How Verb Can Help

With the right leadership, you and your team can not only survive the changes you're experiencing from Coronavirus, you can come out better and stronger on the other side.

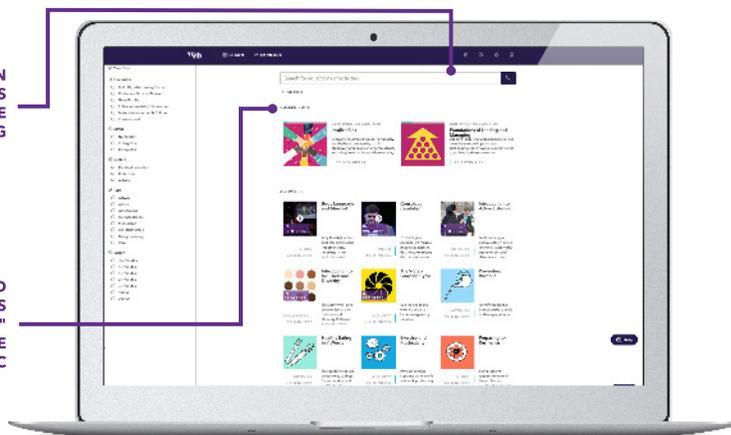
Empathy, self-care, communication, and grit are skills that are especially important during times of uncertainty and rapid change, and that support strong leadership behavior for a lifetime.

The Verb **COVID-19 Leadership Response Pack** can be **launched within days** to support your team immediately. Once launched your team will receive:

- ▶ Access to the **COVID-19 Leadership response content library** mentioned throughout this resource plus hours of other important **leadership skills development**
- ▶ A **one-week launch plan** including communications for all levels, platform configuration, learning paths based on key area of need, and training guides to get your team the support they need as quickly as possible
- ▶ Access to the **Verb Teams** feature to stay connected, share content, and make announcements

YOUR EMPLOYEES CAN TYPE IN KEYWORDS TO FIND JUST-IN-TIME TRAINING

CONTENT IS SERVED IN 15-MIN ACTIVITIES AND "COLLECTIONS" OF ACTIVITIES ON THE SAME TOPIC



92%

of managers agreed or strongly agreed that their team members improved their leadership and management capabilities on Verb

100%

of managers agreed or strongly agreed that they would recommend other managers to use Verb

“ This training has ignited a transformation in my team member.
- Anna - Retail Field Manager, Major Fashion House

”

Who can benefit from Verb

Verb isn't just for managers. Provide support to your entire organization by promoting critical mindsets and skillsets like prioritization, maintaining focus, and self-care.

- ▶ **Leaders** who feel the pressure of maintaining team alignment and focus during COVID-19 and don't know how to do it
- ▶ **Individual contributors** who need to build mindsets and skillsets to cope with current personal and professional challenges
- ▶ **Teams** who need to maintain productivity despite being dispersed during COVID-19

In addition to our COVID-19 Leadership Response Library, Verb offers over **500 hours of online leadership training** delivered in 15-minute modules. Your employees will have access to *all* our content enabling them to navigate the challenges they face now and to hone foundational leadership skills that will last them a lifetime.



Benefits

- Keep teams focused
- Help managers achieve results
- Allow managers to independently support teams
- Show employees they are supported during COVID-19

To learn more, or gain access to Verb's COVID-19 Leadership Response Pack content, visit goverb.com/demo or reach out to us directly at hello@goverb.com.