

Back to Basics

Welcome to Back to Basics powered by the Kellogg School Center for Nonprofit Management. By providing you this weekly resource, we hope you are reminded of evidence-based leadership strategies to lead your team through this crisis.

This week, we are thrilled to share with you a hot-off-the-press webinar featuring world renowned crisis management expert, **Professor Tim Feddersen!**



AIM

In Professor Feddersen's webinar, **COVID-19 and the Essentials of Crisis Management**, he provides time-tested frameworks and insights to guide your decision-making and prioritization of the challenges that lie ahead.



ACCESS

Click [HERE](#) to access this Kellogg Executive Education webinar.



APPLY

In the webinar, Professor Feddersen provides six core frameworks for strategic crisis management. As the leader of a nonprofit organization you have likely utilized these concepts at some point in the past few weeks. Now is the time to “turn up the dial” and be prepared to lead into the future. Identify and focus on one to two frameworks most significant for you and the challenges your organization is facing.

Six Essential Frameworks

- **Values:** What values drive your organizational decisions? Should you re-evaluate?
- **Pace:** Do you know what to do? Go fast and lead. Don't know what to do? Go slow and follow.
- **Crisis Teams:** Who's gathering information? Who's coordinating action? What's your emergency succession plan for senior leaders?
- **Business Protocols:** Can you clarify and simplify your decision making to inform your next steps? Use this protocol: identify, contain, resolve.
- **Building Trust with Stakeholders:** What do your key stakeholders value right now? You know what you're doing. Act in accordance with your values. Be transparent. Proceed with empathy.
- **Effective Communication:** Who are you talking to? What are you telling them? What are they hearing?

Over the next week, center yourself on your strategic areas of focus as you manage the effects of this crisis.

We are grateful to Professor [Tim Feddersen](#) and the valuable guidance he has provided as we navigate these uncharted circumstances.

Kind Regards,

Your Team at the Kellogg Center for Nonprofit Management

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