

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.

In his recent webinar and article, award-winning leader, author and Professor **Harry Kraemer** discusses key principles leaders should consider while leading an organization through, and emerging from, this crisis.



AIM

This week, we are sharing a complimentary, newly released webinar and an article from **Professor Harry Kraemer**, both titled *Principles for Leading Your Organization Through the COVID-19 Crisis*. We hope Professor Kraemer's principles will help clarify your thinking as you lead your teams this week.



ACCESS

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

Click [HERE](#) to access the Kellogg Insight article.



APPLY

How can you apply these principles in coming days? Examples include:

- **Personal Reflection** - Consider these principles at the beginning or end of each day to ground yourself.
- **Internal Staff Management** - End each virtual staff meeting by sharing one of Professor Kraemer's principles to focus staff and encourage a sense of calm.
- **External Stakeholder Communication** - Review your messaging with the "clear, honest, consistent" principle in mind to ensure cohesive and effective communication.
- **Strategic and Purposeful Network** - Surround yourself with people whose values you trust and who can help you make tradeoff decisions.

Continuing the conversation: Join a conversation with nonprofit peers hosted by our Executive Director and Professor, [Liz Livingston Howard](#), to discuss best practices in leading your organization during this time of crisis. We will use the Zoom meeting platform to host a live group discussion next Thursday, April 16th from 10:00 – 11:00am CDT.

Click on this link to register (limited to 50 participants): [Eventbrite Registration](#)

Kind Regards,

Your Team at the Kellogg Center for Nonprofit Management

nonprofit@kellogg.northwestern.edu

****SAVE THE DATE:** Live Webinar – April 28th from 12:00 – 1:00pm CDT
Maintaining Organizational Health through Culture during COVID-19
With Professor Gail Berger

Registration opens and will be sent via Back to Basics Week 5 email on April 24th.

This email was sent by: **Kellogg School of Management, Northwestern University**

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