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.

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.

Click HERE to access the Kellogg Executive Education webinar.

Click HERE to access the Kellogg Insight article.
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

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**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.