



Leadership in Action: How to Reassure Your Team When the News May be Scary

1. Pause and Breathe

- Take a minute to prepare
- Centre yourself
- Project a calm and rational exterior

2. Put yourself in your audience's shoes

- Understand who you're talking to
- Know what they'll ask
- Address what's on their minds
- Use language such as "I know many of you may be thinking..."

3. Do your research

- Seek credible and correct information
- Share it

4. Speak clearly and confidently

- Be confident even without certainty
- Communicate regularly
- Provide updates even if there is no news/update

5. Have specific next steps

- Provide tangible actions
- Share your own
- Recommend others
- Use language such as "Here are the steps we are taking"
"Here is what you do"

