



**UConn** | SCHOOL OF BUSINESS

FAMILY BUSINESS PROGRAM

# Leadership & Innovation in a Time of Crisis

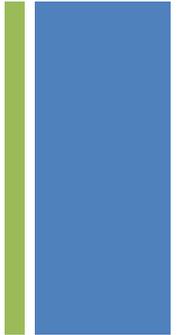




Lucy L. Gilson Ph.D.  
Associate Dean UConn  
School of Business



# + What is leadership

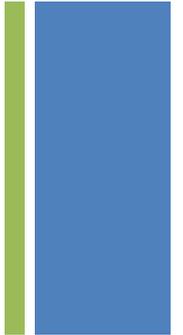


Leadership is the process of influencing and inspiring others to work toward a common goal and then giving them the power and the freedom to achieve it.

Leadership is the art of getting someone else to do something you want done because s/he wants to do it.



# + Creativity & Innovation



## Creativity

- The development of ***Novel*** & ***Useful*** ideas for products, processes, or services

## Innovation

- Implementation of creative ideas



# + Leadership vs. Management

## Management

- Dealing with Certainty
- Focused on Solving Today's Problems
- Planning & Budgeting
- Organizing & Staffing

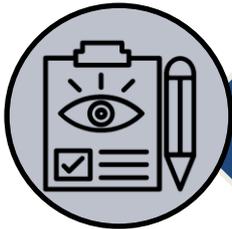
## Leadership

- Providing Direction
- Looking for Tomorrow's Problems
- Introducing Innovation and Change
- Challenging the status quo

# + Why is Long Term Thinking is Important in a Crisis?



During crisis, we must anticipate problems and act before they strike



Long-term thinking will help you make better and faster decisions when in crisis. This applies to organizations and individuals.

- You already have decision-making ground rules
- You already anticipated and planned for a wide range of scenarios



Long term thinking improves performance!

# + What Principles Can You Adopt in a Crisis if You've Never Been a Long Term Thinker?

## ☑ DO

Prioritize! Focus on what matters most and be consistent about it.

Stay flexible. In crisis, circumstances change and evolve, so be ready to change.

Set the right tone in your communications with others—balance reality with optimism.

## ☒ DON'T

Don't just react to problems. Anticipate what problems might come next.

Don't waste time worrying about who gets credit. In a crisis, we're all in charge, and it's our own leadership moment.<sup>1</sup>

Don't wait until all the facts are in—they may never be—to act. In a crisis, good now is better than perfect later.<sup>2</sup>

# + Crisis Demands Leadership

## Get on the Balcony

In a crisis, people need to see their leaders you cannot hide in a back room.

In a crisis you need to be;

- Calm
- Focused
- Empathetic
- Forward thinking



# + Leading in for Innovation in a Time of Crisis

Creative ideas can and should come from everywhere

## **Empower Others**

- You cannot do it all
- Allow others to;
  - Make decisions
  - Take action
  - Expand their teams



# + Leading for Innovation in a Time of Crisis

- Look ahead
- Think about what happens next
- Define priorities
- Think carefully and seek input on what to do now and what *not* to do
- Remember this is a time for innovation
  - Creative Outcomes
  - Creative Processes



**UConn** | SCHOOL OF BUSINESS

FAMILY BUSINESS PROGRAM

+ Thank You for  
Joining Us

