

Philip Pelusi Talent Development

Educational #4

How to Lead with Confidence and Calmness During Challenging Times

Every business experiences a crisis or challenging period at some point in time. A salon is certainly no exception. These type of events can cause fear, anger and make you anxious if you are the one in charge of leading others. Most Owners and Team Members will expect you to set aside your own fears, while staying calm and leading with confidence.





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Most people let their feelings spiral out of control during times of stress. They become anxious and worrisome, often paralyzed from fear. Others have been accused of ignoring the crisis altogether, by putting their head in the sand, so to speak. As a Talent Development Leader, you are not only setting the path and the pace on how to traverse this difficult time, but are also setting the example for how your team members should be handling themselves. Your team will look at your reactions and responses for insight on how they should act and feel about a challenging situation.

Strong leaders have the same challenges at controlling their emotions and anxiety, but they have learned how to manage them so they can deal with creating solutions.

You need strategies to calmly lead your team in times of stress:

- #1 Don't take things personally. Keep your emotions in check. Put aside your own feelings. You need to show your employees that you are in control of the situation. Maintain your composure while expressing your concern and care.
- #2 Remember the obstacles you overcame in the past. Everyone faces crisis that can have serious consequences at some time in their lives. When faced with a crisis when leading others, remember how you got through a past problem. Give yourself a pep talk if you have to.
- #3 Remove yourself emotionally from the problem. Look at it like an outsider. You'll have to learn how to trick your brain into this type of thinking. Pretend you are trying to help a peer solve the same problem. Ask the questions you would ask them. Listen to the advice you would give them. Try to feel a very low level of attachment.
- #4 Step up to the plate and quickly take action. You don't have time to dwell on the things you can't change. Instead you have to focus on what you need to do and go about doing it. Identify what you can control and take action on the areas that you need to do immediately.



#5 Keep your mental attitude positive and talk to your employees in a positive way to keep them hopeful and inspired. Even though you may have doubts or fears internally, you never want your employees to feel anything other than security.

#6 Stay strong and smile often. Stay focused on moving forward through the crisis. All attention should be on the vision of what the future will look like and how you will get there.

#7 Act like you've been through the crisis before. One of the most effective ways to maintain composure through a problem is to act like it's happened before. Approach it with a sense of grace and patience. Portray that "it's no big thing" and your team will take your lead and respond appropriately.

Leaders who remain composed during a crisis are fully committed to taking care of the issue. They are accountable and assume the responsibility of the problem. They take the steps needed to solve the problem.

A crisis is bound to happen in almost every business at some point in time. It is easy for someone to lose their composure when faced with adversity, letting concern and anxiety turn to fear. And yet, these are the very times when your team members need you the most and are looking to you for direction and security.

Leaders who have learned how to lead without panic during a crisis are able to step back and evaluate the problem critically, while leading their team to another level of development.