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# APPLY MILITARY LEADERSHIP PRINCIPLES to Lead through the COVID-19 Crisis

## UNDERSTAND

As a leader, it's your personal responsibility to know what is going on in the world and how it effects your team. Do your homework: [How did we get here?](#) What are the consequences? How will we manage the aftermath? Continuously assess the probability and severity of risks, then [implement measures](#) to mitigate. [Conditions are rapidly changing](#), so it's imperative that you stay tuned in to reliable sources. The CDC (Centers for Disease Control and Prevention) offers invaluable guidance to employers [here](#). Consider these other [definitions](#), [standards](#), and [resources](#).

## VISUALIZE

Take a moment to reflect on the future. How will you return to normalcy? Or, perhaps, there is an even better "new" normal. Imagine what that new normal could look like. Be optimistic, yet realistic. This [article](#) presents a more balanced approach to risk, and a solution moving forward. One way to think about it: If we're going to have a pandemic, involving a respiratory disease that is generally less significant than the [seasonal flu](#) to the vast majority of our population — let's consider this a rehearsal for the next one to come, which may very well be more impactful. *We'll emerge far more prepared and resilient!*

## DESCRIBE

We will ALL get through this together. How will you help your team be part of the solution? In the absence of guidance, people may react irrationally or succumb to desperate acts. They need leadership!



Teams have been mobilized in your area with the resources to assist in this time of crisis.

**Let VetCor® bring your team and business back to a brighter, safer, and cleaner future.**

Be proactive, but remain agile. Respond to the lessons you've learned and best practices as they evolve. The roles you and your team members play should support the greater good, and help your team rebound.

## DIRECT

Through written and oral communications, express the policies and procedures you've implemented for your business during this time. Provide clear instructions to your team and your expectations of them. Tell your families, customers, and clients what you need from them, too, and how they can help accomplish necessary tasks. We all play a role in the larger picture of what is for the greater good. Be part of something bigger!

Remember to K.I.S. (Keep it Simple!) Implement controls to mitigate the effect of all this on your team; for example, revise sick leave policies to

preserve longer term capability and minimize the impact to your bottom line. Think short and long term. Actions taken now can, perhaps with a smaller portion of your team, preserve your capability to hire them all back later. Schedule things like cleaning and disinfecting your facility now, to prepare for the return to normal and reassure confidence. [VetCor® can assist](#) with preparing to bring your team and business back to a brighter, safer, cleaner future.

## ASSESS

Reevaluate as needed along the way to keep your team on track and focused on the right things. Developing a reporting format will provide you with visible, measurable data, to know if you're: doing things right (measures of performance); and doing the right things (measures of effectiveness). This whole process is a cycle, so continually correct your course. ■



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