

C2C Leadership

Leading with purpose to recalibrate for the unexpected opportunities ahead.

The exit from the corner is far more important than the entry.



In the world of performance cars, anyone can simply “gun it” in the straightways. Races are often won in the corners - the parts of the race that throw a driver off course, even when they know they’re coming. When entering the corner, drivers have to slow down their normal trajectory, turn their attention to reacting to the car’s movement, and focus on stabilizing the car. Once the car is stable, the driver must accelerate as much as possible so the car comes out of the corner with as much momentum as possible. To win the race, the exit of the corner is more important than the entry.

Welcome to the middle of the corner.

It’s time to accelerate.

But how do you balance caring for your team, caring for your community, and caring about your organization’s future?

It’s called Leadership.

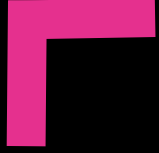
Why do you want to be a leader anyhow?



If you're thinking, "I didn't sign up for this", you may see your promotion to a leadership position as a reward for past performance. That's not leadership. That's ego. Leadership isn't accomplished by a certain type of person leading in a certain type of way. Leadership is taking specific actions based on the information you have to improve the lives of the people around you. This isn't amateur hour. When chaos strikes, the pros appear.

You have more than one skill. You have more than one way. You have more than one specific aspect to your personality. You're an entire wardrobe with a broad range of authentic skills and traits.

Let's go. Step up. It's time to lead.



**Leadership is taking specific actions based on
the information you have to improve the lives
of the people around you.**

It is bound by purpose.

It is defined by action.

It is adopted by communication.

**During chaos, leaders need to be composed.
Once stable, leaders need to introduce chaos.**



Leadership is bound by purpose.

Great leaders need to believe in something that goes beyond the job they do, the title they have, or the product they sell. During times of crisis, people within an organization want to be bound by something that's a little more important than the daily tasks associated with their job description.

As a leader, believing in and articulating a purpose is not only a responsibility, it's an obligation. It'll help you put the organization and your team in a position to succeed because it'll help you protect margin, it'll differentiate you from the competition, it will connect and inspire your people, and it will focus your pursuits for new opportunities. Just remember that you should believe in something even if it means sacrificing everything.

Your purpose also allows you to serve completely different stakeholders with the same core beliefs intact. After all, you do not have one constituent. You have five. Your purpose serves your employees, your customers, your suppliers, your shareholders, and your community.



Purolator
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Great news! We just received the first shipment of 500,000 masks and we are working quickly to get them into the hands of healthcare workers. Thank you to [@JustinTrudeau](#) [@fordnation](#), public officials at all levels and our dedicated employees for their help to make this happen!



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Leadership is defined by action.

The actions you take during a chaos will define you when you emerge from it. Intentional and specific actions that re-enforce your purpose will build your credibility and establish trust. During a chaos, leaders certainly must be composed so they create trust and confidence at a time when employees may lack both. But they also need to act quickly and get involved in the trenches so the team knows that nimble and flexible will win the day. Leaders must embrace any limitations imposed on them and avoid “partisan politics” between different functions and locations to contribute to the unified front.

Most importantly, leaders must identify new opportunities that emerge from the chaos by solving the problems the establishment can't or won't. They have to launch an internal coup that takes down legacy thinking, legacy process, and legacy roles to pivot to new revenue, new efficiencies, and new people.



Leadership is adopted by communication.

A leader cannot act alone. One person doesn't scale well and they certainly don't single-handedly solve a massive business disruption. Leaders need to get others on side by communicating the purpose and specifying the actions others can take, while simultaneously leading with their own. Communication is key. But If you're going to show up as the stock photo version of what you think a leader is supposed to look and act and sound like, you won't do well in C2C environments. With health in jeopardy and economic decay almost certain, your people simply won't connect with a scripted, polished leader who isn't as real as the situation we are in. You can use stories to inspire repeatable behaviour, you should lead with full honesty and transparency, and you should communicate confidently about the process and plan you'll follow instead of trying to predict the outcome. But of greatest importance is simply being your authentic self. While authenticity is being comfortable with your imperfections, it is not leading with them. Show up as your best self.



Your roots are showing.

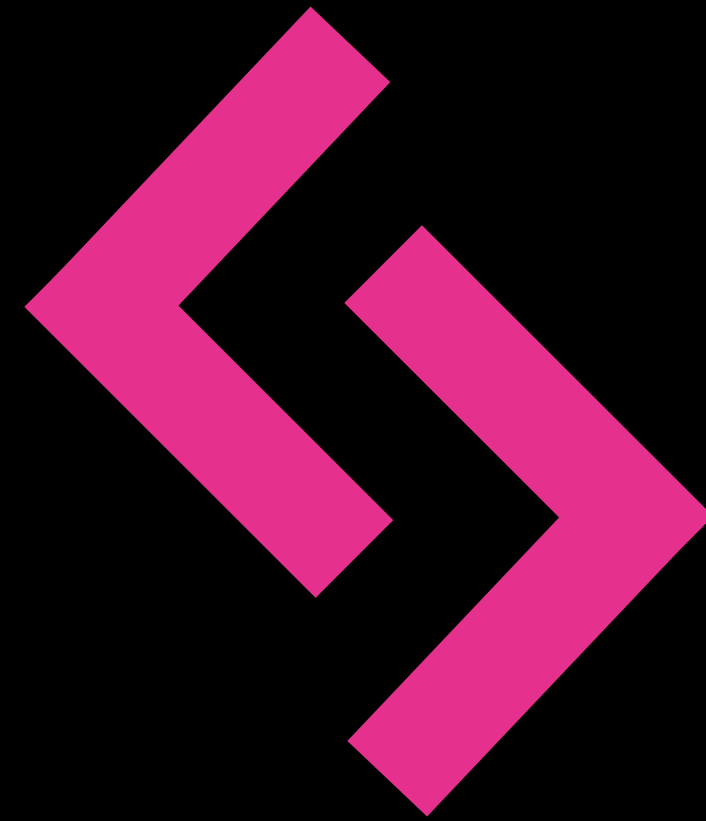
Many of us have joked that when this pandemic is over, it's going to be pretty easy to see who the natural blondes are. I've personally used the line, "I'm so sorry but my roots are showing..." on a couple of virtual occasions. Our roots ARE showing. But they're not the roots you're thinking of.

With virtual meetings, our colleagues and clients get to see our homes, our spouses, our children, our pets... the very things that provide the greatest foundation to our lives. The very things that define us. The very things that anchor us. They get to see our roots.

Hopefully, we've seen sides to colleagues we've never seen before that help us truly understand the complete person. Hopefully, that helps us work better, collaborate faster, trust easier, and judge slower.

Your roots are showing. Don't cover them up.





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