



Introducing

 T-minus

Leading in a Crisis

Launching  
Disruptive Leaders  
in **startups**,  
**scaleups** and the  
corporates **we**  
disrupt.



A vibrant, multi-colored explosion of powder in shades of pink, purple, and blue against a black background. The powder is captured in mid-air, creating a dynamic and energetic scene. The colors are bright and saturated, contrasting sharply with the dark background. The explosion is centered, with the powder radiating outwards in all directions.

How do we lead through the crisis, to get  
to the new normal?

## RESOLVE

At the peak of the uncertainty leaders need the resolve to determine the scale, pace and depth of action required

## RESILIENCE

Businesses need resilience (e.g. managing cash flow), as do leaders and teams

## RETURN

How do we get 'back to normal' once restrictions lift, whether re-igniting sales pipeline, or hiring. What will be the weakest link?

## REIMAGINATION

What will be the new opportunities that emerge? How will consumer needs change?

## REFORM

What will be the new social innovation and norms? Will Houseparty rule the world?

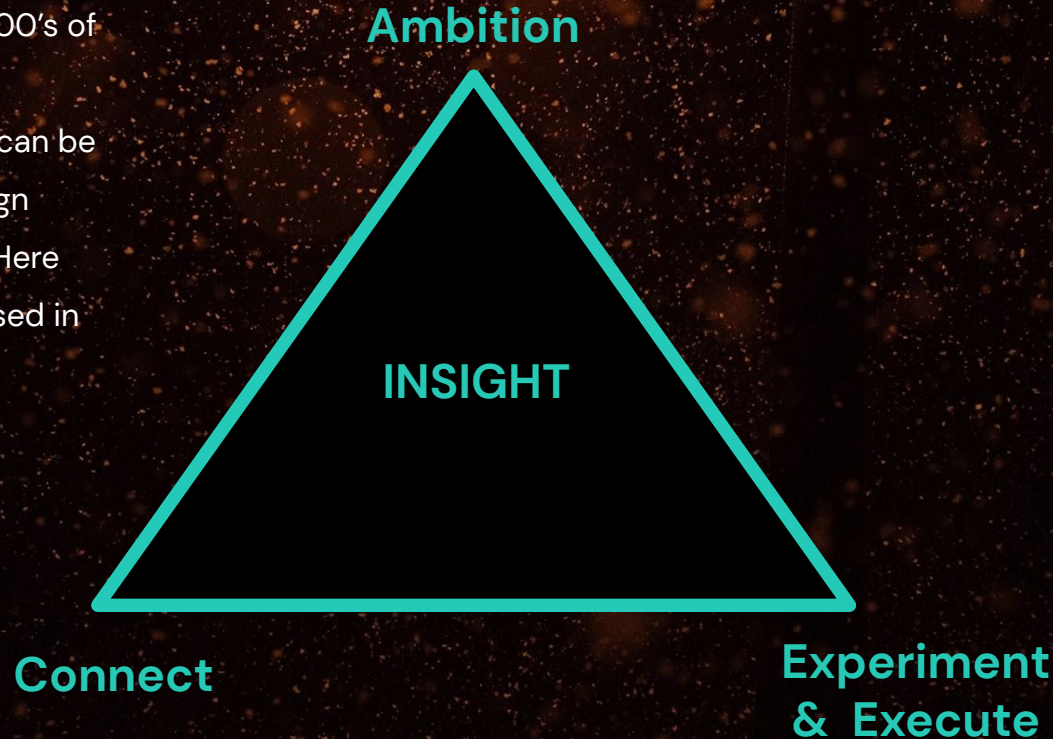
*Adapted from McKinsey, 2020*

# THE KEY LEADERSHIP CHALLENGES

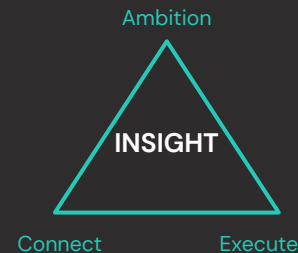
- **Managing ourselves**
- **Think long term (and short)**
- **Support, engage & motivate our teams**
- **Make decisions**

# T-MINUS DISRUPTIVE LEADERSHIP MODEL

Designed by working with 100's of the words most disruptive startup leaders, the model can be used to diagnose, and design leadership best practice. Here we explore how it can be used in crisis leadership.



# INSIGHT – what is happening?



## What good looks like

- Understanding what is happening
- Data + intuition
- Responsive not reactive

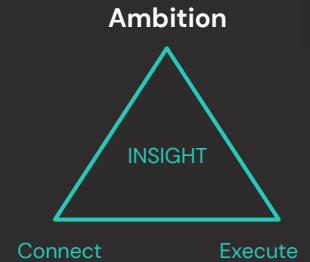
## Key problems in crisis

- Managing stress
- Using 'old logic'
- Clarity on impact on the business

## What leaders can do

- Reflect
- Take time to get clear
- Conduct risk analysis
- Iterate

# AMBITION – where are we going?



## What good looks like

- Setting vision (org and team)
- Communicate
- Fearless, but realistic

## Key problems in crisis

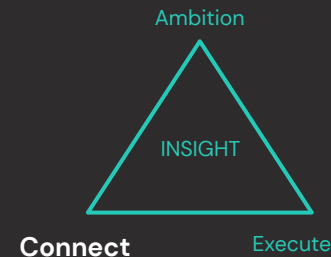
- Thinking long term
- Pace of change
- Poor communication

## What leaders can do

- Balance short and long term thinking
- Give people purpose
- Intentional communication
- Set clear expectations



# CONNECT – engaging in the vision



## What good looks like

- Inspire and engage
- Be a coach & catalyst
- Care deeply

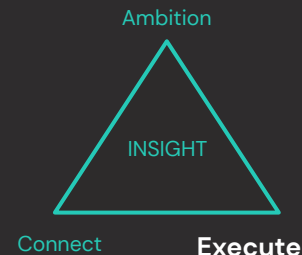
## Key problems in crisis

- Motivation and engagement
- Connecting remotely
- Fear

## What leaders can do

- Create psychological safety
- Be flexible
- Put human tragedy first
- Over-communicate

# EXECUTION – how will we get there? (EXPERIMENT)



## What good looks like

- Experimentation + focus
- Humility
- Data-driven

## Key problems in crisis

- Ambiguity
- Reduced resources
- Switch to remote

## What leaders can do

- Accept
- Assess, then act
- Truly Experiment driven



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