



Building culture during tough times

[Return to index page](#)

During tough times, teams may run in survival mode. This can make it harder to innovate, collaborate and maintain quality.

As a leader, you set the tone for success through adversity. Even if you're working remotely for the first time ever or you and your team feel under-equipped, it's all about communicating openly to find better solutions. And you get there by helping others be:

- **Fearless.** It's natural to be scared when times get tough. As a leader, it's important to keep an air of calm. Reassure team members when they get scared, too.
- **Genuine.** Honest dialogue can be a building block for positive change. It doesn't matter if you're talking to employees face-to-face, over the phone or through the latest software application. Being genuine creates opportunities for continuous improvement.
- **Caring.** If you build a genuine foundation, caring adds the warmth that helps your team feel at home while they're working.

- **Growing.** Keep your team engaged. Provide opportunities to grow skills and work on new and exciting projects.
- **Attentive.** Practice active listening with internal and external customers and your team. You'll be able to be more proactive. And thinking ahead leads to better products and a better culture.

Employees want to be valued for their skills, their experience and all of the above qualities they bring to their jobs every day. A culture that values employees as much as customers generates trust, sparks creativity and brings out the best in everyone.

Resources for Living®