



Integrating through a Crisis Checklist

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4 Essentials:

1. Read, review regularly and apply the principles and tools taught in *Rocket Fuel*.

2. Adjust with Your Business Cycles

Triggering events move your business through one cycle into another. For example: changes in your market, your product/service, your processes OR a global crisis

With triggering events: identify needed functional changes update A/C seats

assure RPRS adjust Meeting Pulse to solve issues set a smart budget

3. Must Have the Right Intentions

Always be the real you

Always pursue the greater good

Greater Good = Peaceful Resolution + Everything in the V/TO
Peaceful Resolution = truly solved and on the same page

Steps to achieve peaceful resolution

genuine care/concern Clarity Breaks admit mistakes enter the danger

challenge one another's thinking

4. Lead, Manage and hold their people Accountable

LEAD – clarify a shared vision to unite and align your entire team

every word on page 1 of your V/TO matters and means the same thing to all

MANAGE – the things your team can control

Abide by One Rule

Everything important must be reduced to documented S.M.A.R.T. actions that are committed to by the right person and delivered.