BUSINESS CONTINUITY FOR YOU AND YOUR TEAM

it is crisis, so don’t panic
Where does the crisis originate in the brain

The main question:

How do you come out of a crisis stronger than before?“ Which methods and concepts are helpful in crises?

All over the world people strive for a fulfilled life with tasks to grow on and relationships to rely on. People dream of a life with autonomy and security. Unfortunately, the reality often looks different. We hope that the scientific findings of brain and stress researchers will help us to deal with this fear.

We have learned from brain researchers how fear develops in the brain:
Anxiety develops in certain regions of the brain, where various transmitters and hormones are released in increased quantities and trigger various effects.

Every crisis triggers fear and insecurity, because we feel that we have no way out and are powerless. People need tasks that are manageable and these experiences let us grow, even if it is exhausting. Successful coping also strengthens the feeling of self-efficacy.

A crisis is when the old dies and the new cannot be born

Anonio Gramsci
Mobilisation of energy reserves

At the beginning of every crisis reaction, the sympathetic nervous system is activated and catechol secretion is increased. This leads to the mobilization of energy reserves and a reaction in the brain that draws attention to the crisis/problem that needs to be dealt with. Once this is achieved, calm returns and some dopamine and endorphin is released, as the crisis/problem is or was overcome. Dopamine is also responsible for the formation and strengthening of neuronal circuits in the brain. With each accomplishment, new connections are made in the brain. In the beginning with very weak connections. But the more often we manage a crisis/problem, the better nerve pathways are linked. First small paths, then streets and later motorways. On a motorway you can’t fall out so fast. With every crisis/problem we fall back on this connection.

But if at some point the crisis/problem changes, then new innovative solution strategies must be found. If not, then you are stuck and fall back into the old patterns again and again. Then one panics very easily and experiences a crisis.

A fear-inducing threat leads to the mobilisation of so-called archaic emergency reactions in the brain. These reactions are activated on the level of perception, but much more often through the subjective evaluation of a crisis/problem.

Every fear begins in our brain in the most complex region of our brain, the frontal lobe. This is where there is always a discrepancy between what we hope for and what we perceive. This discrepancy leads to overexcitation (hyperarousal) and thus no „reasonable“ action-guiding pattern can be activated.

If no way out of the crisis is found, the archaic emergency programs in the brain system take over the command - more precisely, these are 3 behavioral options.

Attack, if that doesn't work Escape, and if neither works, unconscious solidification.
Either you change the conditions that cause the fear and try to adapt the world or your fellow human beings to your own needs.

or

you change your own needs and adapt to the new circumstances. As a result, there are no longer fear-inducing discrepancies between your own expectations and your own competencies and the real world. That would be a good adaptation strategy.
In a crisis, we need this reawakening of our own ability to shape the future and a perspective of hope.

The development of goals that are achievable, even under crisis conditions, helps us to develop self-esteem and self-improving perspectives.

An appreciative attitude and the support of constructive communication processes in the social space make a significant contribution to crisis management.

It is important for entrepreneurs that the loyalty of the team is appreciated.

Encourage a focus on the core competence of each individual employee - this refers to the special skills of each person, which constitute the „drive“ of each person. Core competencies are situation-independent and stable and can be used in a variety of contexts.

They are skills like: Optimizing processes, developing people, imparting knowledge, researching, etc. People often take their core competencies for granted and usually access them unconsciously. Something like people who are able to drive a car, no longer have an assessment of what it means to be able to drive a car.

....common sense is not so common
Voltaire, Philosopher
If you are an entrepreneur who promotes the core competencies of your team, describe them concretely. In this way your team is more resilient and the current crisis/problem can „not/less harm you“.

You will learn about the core competencies of your employees through success stories. These are stories where people have fun and which make sense to them. It is important that success is not judged as great by others, but by the people themselves.

In a crisis it is possible that a meaningful function is lost. Then it is necessary to set a new priority. Which of my core competencies should now be activated.

... activate the core competencies of your team
My work environment

I am what I need
A penguin on land can look very clumsy and out of place when waddling ashore. When the penguin swims in the water, you can see his grace. For us humans this means that we need a working environment (context) in which we can be effective and show our grace.

Sometimes the context gets lost in crises and you feel like a penguin on land. Here too, it is important to know your core competencies in order to be safer on land. And then we need the basic conditions to be able to reach our peak performance and to get back our full efficiency and motivation.

I am what interests me
Can I live my core competencies in my working environment. If so, then my emotions connect me with my work activity. Topics that your employees are interested in and enjoy dealing with are energy sources! These are of great value especially in crisis situations, because they connect people to their longings and passions and thus to their vital side.

I am what I can contribute to
This means a meaningful „outcome“ of our lives: what do I want to achieve through my work? What do I want to have contributed to? Which values are important to me? What does applying these values mean in a crisis? This perspective is of particular importance, because it is no longer personal failure that is in the foreground, but a new orientation... stay self effective
It is crisis - through competent management it continues

When the sea is stormy, you need a great team on board and the captain, who navigates the ship through the stormy sea with the steering wheel securely in his hand.

What do managers need to navigate their team through the crisis

**Personal balance - we’ll manage it**

“From the height of a mountain, all problems look a little smaller!”
That you are in first place in crises, they secure their own resources, or restore them. i.e. a mental and emotional balance and physical fitness.

Compare this to air travel: First you must always put on your own oxygen mask to take good care of others.
Train your competence in securing resources preventively outside a crisis.

**Orientation creates safety**
Crisis situations often require that the valid rules of cooperation be changed and redefined.
Explain to your employees exactly what is important in a crisis situation, what to do and what is not so important at the moment. Use a filter function: Separate complex information and complexity reduced, relevant and not relevant

... from the height of a mountain, all problems look a little smaller!
A team with „backbone“

Coherent communication

Everyone on the ship must know what is meant by a lifeboat. And everyone must know what to do.

In crisis situations, managers need a common understanding of the situation supported by all those involved and meaningful, goal-oriented activities.

This team competence is of great importance, because the effects of misunderstandings are sometimes irreversible in crises.

It is important to achieve security in joint action in order to increase the confidence in success and motivation. Coherence and transparency are important resources for managers.

A coherent team pulls together and has an enormous motivation to reach the goal!

... everyone must know what to do
Leading with Head, heart and courage

Transparent communication

If the ship has a starboard leak, it needs clear communication and no unclear fussing. Managers must make decisions in a crisis that may be unpleasant or painful. However, the decision must be explained and it must be explained why the decision was made this way and not the other way round. Everything else leads to speculation.

Transparency is a decision with product information

Are you trained for steering on wild seas - or who has already trained for the crisis?

„Let us think of the storm under a clear sky and the helmsman in the storm“ (Gregor Nazianz)

Behaviour in crisis situations should be trained, because all employees need experience with crisis situations to be able to access these resources in an emergency.

And above all - have confidence in your employees and train your team in holistic leadership with head, heart and courage to take risks, so that not only you as a manager but also your team goes through a crisis with „backbone“.

... who has trained for the crisis?
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