



# 5 Lessons We Need to Learn from Any Crisis

A time of intense difficulty, trouble, or danger, a crisis is essentially a point when we must make difficult or important decisions. The crisis may involve health, finance, relationship, or another factor that impacts us on an individual or societal basis. Every time we face a crisis, there are lessons to learn—and, unfortunately, often re-learn until we get it right.

## **Lesson 1. Words and Actions Are Two Different Things**

In so many cases, what people say and what they do are very different things. To ease tension and anxiety, leaders—whether in government, companies, or families—often implement short-term, quick-fixes, along with mouthing promises and pledges toward the future. Although those words paint a picture of a major transformation of the situation over time, they are meaningless if they are empty and unsupported by true action.

## **Lesson 2. Focus on Logic and Facts, Not Only on Emotions**

The majority of people, when faced with hardship and trouble, still arrive at decisions that are based on soft feelings rather than hard data. Consider the “headline generation” who only pay attention to news headlines without delving deeply enough to determine the truth that underlies the facts. In a chaotic environment, when difficulties stare us in the face, we all need to remain logical, calm, and unbiased. Yet, most people refer to archaic ways of decision making by attempting to please all parties involved by taking feel-good actions rather than must-do actions.

## **Lesson 3. Technology Is Key to Decision Making**

Machine learning and, therefore, machine intelligence have made accurate predictions possible due to the availability

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of a huge amount of big data today, thanks to technology. These tools will become even more inextricable in the future due to the need to quickly provide answers—supported by real-time data and data-reactive presentations—to business leaders. It is time for business leaders to take artificial intelligence and machine learning seriously, not only “to talk about it,” “to make money with it,” or “to design products to sell,” but also “to manage and operate their businesses in real-time.” In uncharted and troublesome times, perhaps we should leverage more artificial intelligence and machine learning to support our decision making as well.

#### **Lesson 4. Communication Is Critical to Win Hearts and Minds**

Although we should always be clear in our communications with one another, in times of crisis, we really need to crack the code on improving that communication. It’s not just about speaking person to person and relating facts. It’s also about the impact of what we are trying to communicate to another person, how we discuss the relevant situation, and how we want other people to relate back to us and what we are saying. Communication is a critical, yet tricky, skill. Honesty, integrity, and transparency must be present in everything we say and do.

#### **Lesson 5. Learning Is Ongoing**

The majority of people today don’t know how to learn! If they once had that skill, many people have lost it. And without the ability to be open to new things, our future is endangered. If we are going to overcome present and future challenges, we need to learn at a much faster pace than we currently do. But speed doesn’t mean grasping only the surface of things. Learning involves pace and depth—both of which are necessary for us to take meaningful action to ensure that our futures are promising. Learning these lessons can help us find a way through the most difficult and challenging of circumstances—something we need to do with intelligence, facts, and common sense.

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