

# LEADING THROUGH CHALLENGING TIMES



Workshop in Collaboration with NAWBO



**A**s business leaders struggle to navigate through a crisis, one of the most difficult challenges is dealing with the many levels of uncertainty.

Designed especially for women business owners with employees, “**Leading Through Challenging Times**” is a new virtual workshop that first examines how the brain’s neural circuitry reacts to uncertainty—which can impact our thinking and behavior for better or worse. Then, the program takes a deep dive into proven coping mechanisms to help leaders think more clearly, re-energize themselves, gain control over emotions and make better decisions.

Finally, we move into brain-based tools and frameworks that leaders can use to guide their teams, learn from potential threats and establish how their companies will need to look on the other side of the crisis.

A crisis is an intersection between danger and opportunity. Business leaders need to be able to think clearly, learn and adapt—and set the kind of short-term strategies that will move their firms away from threats and toward opportunities.

## What You'll Learn

- How your brain instinctively reacts to danger and opportunity, and how that can impact your leadership abilities.
- Techniques for gaining control over your thinking and emotions.
- The different phases of change and how to guide your team through them.
- Tools to navigate uncertainty and move to a more positive future.

## Why It Matters

- The leader sets the tone for the company during a crisis.
- Impulsive knee-jerk behaviors can have dire consequences to your team’s motivation, engagement and productivity.
  - Change can consume our physical, intellectual and emotional energy.
  - This is as much about your personal well-being as your company’s well-being.



## Getting Started

This program replaces the NAWBO A.C.E. program, which was cancelled due to COVID-19. NAWBO members and non-members are invited to participate. Each program is limited to two cohorts of 25 participants in each. See details below for getting started.

**Dates/Times** – Program length for each cohort is six hours, broken into two-hour segments spread over three days according to the following schedule:

### 1st Cohort:

Wednesday, May 27, 11 a.m.-1 p.m. ET  
Thursday, May 28, 11 a.m.-1 p.m. ET  
Friday, May 29, 2-4 p.m. ET

### 2nd Cohort:

Tuesday, June 9, 2-4 p.m. ET  
Wednesday, June 10, 2-4 p.m. ET  
Thursday, June 11, 2-4 p.m. ET



**Cost** – Members: \$550.00 (non-members: \$650.00) for Gold ticket (includes virtual training PLUS six-week accountability group that will meet three times in the NAWBO Institute)/Members: \$350.00 (non-members \$450.00) for Silver ticket (includes virtual training without accountability group)

*\*Note: For Circle members, this is already included in your 2019/2020 program, but you MUST register to attend.*

**Contact** – For questions, email Lynda Bishop at [lbishop@nawboinstitute.org](mailto:lbishop@nawboinstitute.org). This program is a collaboration of NAWBO and the Edward Lowe Foundation.



**NAWBO**  
National Association of Women Business Owners

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