



**prouty**  
project

**CORONA UNIVERSITY**

March 20 – June 26, 2020

What does The Prouty Project do in times of crisis and uncertainty?  
**We get curious!**

Over the course of 14 weeks between March 20 – June 26, The Prouty Project began “Corona University,” where we hosted over **50 “Professors”** speakers to join our team to discuss life, business, the economy, and other lessons learned during this pandemic.

The “wise CEO” once said, “Every strategy session should include an artist, musician, and scientist to ensure the most diverse perspectives are brought to the table.” Among our faculty were CEOs, Founders, Entrepreneurs, Doctors, Musicians, Adventurists, Professional Athletes, Speakers, Authors, and Community Leaders. **Our speakers came from industries across the board both in the private and public sectors, non-profit and for-profit, including healthcare, airlines, consulting, construction, architecture, real estate, higher education, financial, agriculture, manufacturing, supply chain, and recreation.**

Our team of 14 greatly benefited and appreciated hearing from a wide range of perspectives and experiences. It was educational, fun, inspiring, and thought-provoking, to say the least. We thought our learnings were too valuable to keep to ourselves, so we pulled our **“top 50 quotable quotes”** from our guest lecturers.

**Many thanks** to our Corona University Professors for sharing their time, talents, and treasures not only with The Prouty Project, but with the world in which they live, work, and play.

Enjoy!



## Joy & Wellbeing

1. Even though I can't perform in public, I can still offer my gift.
2. I used to be mad if the bunkers weren't groomed, now I am just happy to be playing golf!
3. I'm rocking the "work from home mullet" business shirt on top, casual pants on the bottom.
4. It is so critical to do what you love, because if you love what you do, it doesn't feel like work.
5. Most of us have a voice inside our heads that talks to us all the time. We need to master our inner stories and focus on and listen to the "good."
6. The health risks of prolonged isolation are equivalent to smoking 15 cigarettes a day.
7. We are hungry for emotional contact.
8. We can worry ourselves to death or joy ourselves to life.
9. What are you doing to "get oxygen" every day?



## Teamwork

10. "We" before "me."
11. Assume the best in others, even when you can't see it, because it is there. Stay with it until you find it, then help them find it in themselves.
12. At my organization, we run to the fire, not away from it.
13. If we hadn't invested in our culture, the last 60 days would have been a lot harder.
14. When someone asks, "how are you?" they really mean it now.



## Pandemics

15. I'm trying to learn how to think like an epidemiologist.
16. Pandemic was not even in our SWOT vocabulary, until a week ago.
17. We've become short term thinkers. We're used to making perfect decisions and we're trying to make perfect decisions. Now we're making decisions each day and we may have to change it the next.



## Diversity, Equity, & Inclusion

18. I have faith in humanity. The human race is fundamentally good. We have to acknowledge the pain, anger, and mistrust. Until we can start building the trust back up and focus on equity across systems, we will struggle with coming to the answers.
19. If you look like everyone else around you, you're not reaching the networks that will expand your understanding of something.
20. Racial equity needs to be at the center of all institutions.
21. Racism is bad for business.
22. We can't sprint for a month, but we jog for as long as it takes to make social and racial justice permanent.
23. We lose a lot of our women and minorities as you go up through the organization. We have a leaky pipeline.



## Community

24. Buildings are not lifeless, heartless things – they are a connection to the community.
25. The difference between now and 2008 is that we cannot seek solace in a community.
26. Wave to people before you know who they are – not after.



## Economy

27. We've had more cancellations than bookings – this has never happened before.
28. Emergency funds are things you don't value until you really need them.
29. Never waste a good recession to make changes you need to make.
30. This may make 2009-2010 look like a cakewalk in terms of the unemployment in our industry.
31. We have 280 offices around the world, do we really need all the real estate?
32. We'll have a social recession – the way we live and work is going to change.
33. A lot of our clients can't pay the bills.



## Innovation

34. Crisis management is “innovation on steroids.”
35. When you have barriers, that is when innovation happens.



## Communication

- 36. People want to hear that things are going to be okay. We can't promise happy endings, but we can be transparent. Tell the team what they can expect along the way.
- 37. Communication is key – people want transparency and the truth, and they want a lot of it in different ways.
- 38. Being empathetic is never wrong.



## Leadership

- 39. Crises require “distributed leadership” across the organization. It can't all be at the top, and while the CEO makes the ultimate calls, the leadership can't be concentrated in one person. Empower others to be leaders.
- 40. Crises reveal the soul of an organization and the types of leaders you have.
- 41. Listen to the uniqueness of what people are truly saying, not the uniqueness of what you are trying to hear.
- 42. The smallest of voices come with the biggest of ideas.
- 43. You can't always wait for all the data to come in to make decisions.



## Words of Wisdom

- 44. Every experience is a good one. It may not be a pleasant one, but each experience is a good one.
- 45. If someone has given you an opportunity, it probably means that they see something in you that you don't yet see for yourself.
- 46. If we go through this with the right perspective, we can come out of it in a far better place, much better than where we were before.
- 47. There is no reason you can't handle what you've been given.
- 48. People might come back thinking that everything is going to be the same, but we won't. We'll come back to a different world. Some people will come back the same way they left, completely unchanged. The rest of us will come back utterly different in a positive way.
- 49. There is a gift in embracing adversity.
- 50. You can transform pain into growth.

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*A mind stretched by a new  
experience can never go back  
to its old dimensions.*

*- Oliver Wendell Holmes*

