

Corona University 2.0

In 2020, we kicked off Corona University where we hosted over 50 “Professors” to join our team to discuss life, business, the economy, and other lessons learned. As we navigate through the subsequent months and years ahead, we feel there is still so much value and relevance in their words, so we pulled more quotable quotes to share. Enjoy Corona University 2.0!

Leadership

- Fail well and fast; measure your results and actions (nothing will be perfect in this situation; try not to bet the farm).
- Be empathetically human.
- Be resilient – find a way to adapt to the condition, then work within the condition, then adapt to the next new condition.
- Keep these three in balance – safety / security, business continuity, and social responsibility.
- This is when leaders must lead. This will be the defining moment for leaders and leadership.
- Crises reveal the soul of an organization and the types of leaders you have.
- A successful manager has the ability to: read people, communicate effectively, and understand how they process information.
- Three questions to ask leaders around purpose: 1. What do you stand for? 2. What won't you stand for? 3. Who do you stand with?
- Being a wise person is knowing what you don't know and then bringing in that expertise.

Diversity & Inclusion

- We can't sprint for a month, but we can jog for as long as it takes to make social and racial justice permanent.
- You can't be what you can't see.
- Stop trying to fix people but instead build assets to help communities build themselves.
- Systemic racism is holding the economy back. An economy where everyone is included will lead to more productivity and engagement.
- We need to talk about race and equity from the heart, not from the head.

Words of Wisdom

- Thinking is a muscle – we can control the way we think.
- How do we get people to recognize the sacredness of their lives so they recognize the beauty in themselves, their neighbors, and different people? Recognize that everyone has a sacred life. It would change the way we shop, buy, connect, and work with each other.
- We can do more with less.
- Love is at the foundation of successful living.
- You own the key to your own happiness.
- You can't turn fear off, you have to tune into it.
- Smart doesn't work, wise works.
- We all need to step up in our own way. Revisit your gifts – what can you do with your unique gifts?
- You should always run a little bit hungry and a little bit scared.
- The world will never be the same, but this too shall pass, and we'll be better after this.

Technology

- One exciting thing that will come out of this is technology.
- There are several tools we've built that address our client's current technological needs and help drive efficiency. It is exciting!
- This will demonstrate that some organizations need to modernize.
- We can't scale without reinvention. We have to reinvent how we are engaging people.
- Engaging with people online or digitally is table stakes now.



- Be strong enough to handle and deal with adversity. Good organizations will handle adversity . . . it will happen. Don't panic. Have a plan. Adjust your plan.
- Don't spend much time looking in the rear-view mirror at what you've accomplished or your failures. It is important after a loss to look at your mistakes and learn from them.
- Build the relationships during the down time.
- We have to flip the attitude of "the economy is ending" to "we can win and thrive; we just have to figure it out."
- In times of crisis, successful organizations keep a partial line of sight to the post-crisis world.



- New world order – social distancing might be the new normal.
- We probably won't be shaking hands anymore in the future.
- Probably won't be building any more office space in the future.
- Sporting events, concerts, and other large gatherings will be very different in the future. It will be a while before people feel comfortable.
- Some level of working from home will be our new normal.
- I expect the transition back to "normal" is going to be slower than people think. It's going to take evidence to make people feel safe and that it is okay to go into places that are busy.

Corona University Guest Faculty

